



BEST PRACTICES

Banking
& Financial Services

Etisal International Group

Saudi Arabia:

- Jeddah
- Riyadh
- Dammam

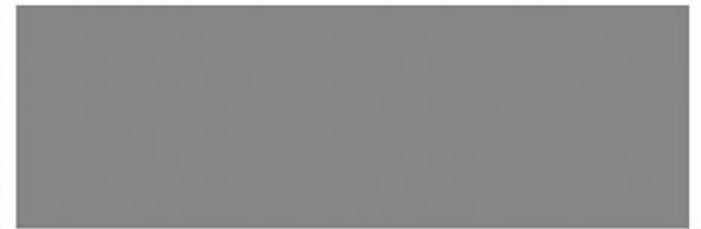
Egypt:

- Cairo (Maadi / Abassia)

India:

- Gurgaon

sales@etisal-int.com
www.etisal-int.com



HISTORY & INDUSTRY CHALLENGES



With more than 10 years of experience and expertise in serving the financial sector, Etisal International has helped leading financial services companies excel in delivering consistent and excellent customer care experiences while majorly reducing operating costs. We understand that in highly competitive and constantly evolving financial markets, delivering a superior customer experience is key to customer satisfaction and continued business success.

With deep insight from handling more than 1 million financial contacts each month, Etisal International teams can design, deliver, and optimize the right customer experiences for your target audience. Our communications expertise and global capabilities allow us to react quickly to changes in your industry, deliver cost efficiencies, and improve customer satisfaction and retention.

While consumers see a booming financial services industry, behind the scenes can be a different story. Increasingly strict regulations, fierce competition, and decreased customer trust and loyalty make for a highly challenging environment—especially when it comes to delivering customer service.

While setting the industry standard for due diligence when it comes to complying with the regulations that impact your business, and since customer service is the frontline in building and nurturing relationships between customers and financial institutions, the majority of eight of the top commercial banks in the Middle East rely on Etisal International for their customer management needs, as to no wonder.



Services & Solutions

Whether by wired lines, wireless technology, broadband capabilities, cables, or even satellites, Etisal International combines global services, innovative technology, and advanced analytics into a customized solution designed to help its clients meet their specific business needs; focus on their core businesses giving them the most valuable asset ever.. Time!

Here's how we can give you the luxury of time to think, to analyze, to act:

Contact Center Services

● Customer Acquisition

- General & Product Information Lines
- Products' Portfolio Lead Management
- Campaign Management
- Up-Selling & Cross-Selling Programs
- Marketing Surveys Management
- Direct Sales Services

● Customer Care

- Welcome Calls Programs
- Complaints Management
- SMS Collaboration
- Applications Processing Management
- Financial Transactions' Management
- ATM & Branches Location Services
- Statement & Balance Inquiry Services
- Subscription Management for Banking Services

● Customer Retention

- Loyalty Programs Management
- Customer Satisfaction Measurement



HRO Services

● HR Strategy

- Organization Structure Design
- PA System Implementation & Management
- HR Audit
- HR Scorecards Management
- Career Path Programs Design

● Talent Acquisition

- Assessment Programs
- Sourcing Programs
- Candidates Pre-Screening & Full Evaluation
- Recruitment Management
- Hiring Management
- Retention Management
- CV Inventory Services
- Skill Sets Inventory Services
- Hiring Peaks Management

● Payroll & Administration

- Attendance Management
- Leave Management
- Payroll Processing
- C&B Management
- Medical Insurance Programs Management
- Social Insurance Management
- General Employee Relations
- Special Bonus & Incentives Management



BPO & Back Office Services

● Digitization

- Contract & Document Scanning
- Forms Capturing Solution
- Optical Capturing Recognition (OCR)

● Digital Mailroom Automation

- Data Entry
- Data Management (Building, Profiling & Validation)
- Workflow Management
- Legacy Systems Migration

● Product Risk Management

- Credit Cards
- Mortgage
- Loans
- Payments, Collection & Fraud Detection

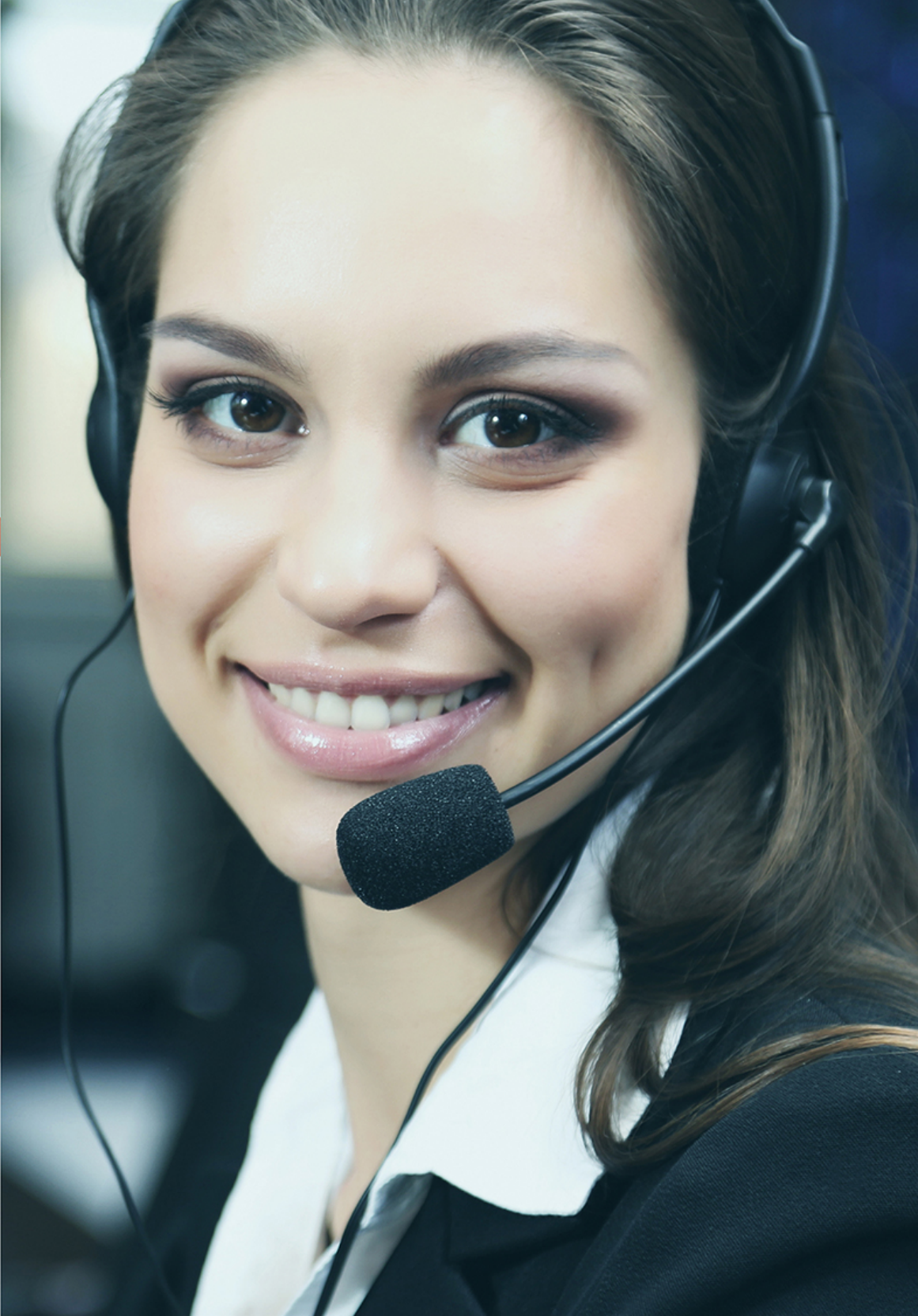
ITO Services

● Infrastructure Outsourcing

- Parking Models
- Infrastructure Rental Models
- Overflow Services
- CRM Applications Outsourcing

● Technical Support Services

- IT Help Desk & Services Desk
- Technical Support (All Levels)
- Incident Management
- K-base Management
- Tickets Management
- Complaints Management
- Systems Integration
- IVR Design and Implementation



ADDED VALUE & BENEFITS



01

Professional Experience in Diversified Business Sectors

with extensive 'Know-How' in operating projects of countless scopes, sizes, and nature! Etisal International, also, provides its clients with valuable, high quality insights into their customers' behavior and attitude towards their products and services!

02

State of the Art Technology That You Can Rely On

ensuring and maintaining the highest achievable levels of service to our clients. Our CISCO VoIP technology enables online monitoring of several aspects of the operations and ensures geographic redundancy to keep call quality superiorly up to our clients' expectations.

03

Employed Quality Control Measures to obtain prime quality levels that guarantee the best optimization to enhance our offerings to our clients in all industries and sectors, strongly backed up with professional certifications, such as ISO 9001 and COPC.

04

Security You Can Trust committed to ensuring protection to all our clients' private and sensitive information through aggressively well-established security protocols, such as intrusion detection systems and firewalls.



05

Global Cultural Knowledge and Languages Fluency

through unique technical skill and a very diverse multilingual talent pool encompassing almost 31,000 students fluent in western European languages graduating from Egyptian and international universities every year.

Etisal International speaks all languages and we utilize this sacred resource to provide top caliber services around the globe!

06

Professional and Competent Recruitment/Training Services

to relieve our clients from agent trainings headache through selecting skilled talents from Etisal International's HR business unit. Fine selections of agents are made and trained on the essentials by our certified recruiters to proficiently handle our clients' customer care programs.

07

Organizations' Flexibility Stretched through 24/7 operations and beat-to-the-draw response to the dynamic clients' requirements, such as peak/seasonal/overnight times, according to what business necessitates.

08

Operational Cost Saving from Etisal International from Etisal International compared to other outsourcing destinations, yet delivering outstanding contact center/BPO services by providing much higher quality, better control and more operational transparency. The European Outsourcing Association named Egypt 'Off-Shoring Destination of the Year 2010'!

