



BEST PRACTICES

Consumer Electronics

Etisal International Group

Saudi Arabia:

- Jeddah
- Riyadh
- Dammam

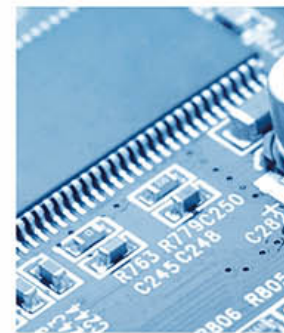
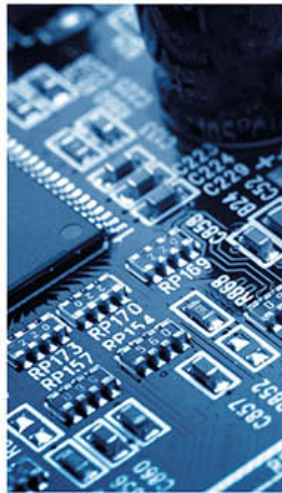
Egypt:

- Cairo (Maadi / Abassia)

India:

- Gurgaon

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

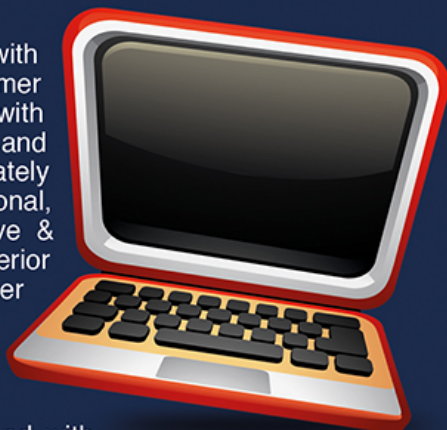


HISTORY & INDUSTRY CHALLENGES

While they seem to have limitless appetite for the latest technology, consumers mostly lose interest when met with poor customer service. Whether serving individuals, businesses or both, customer satisfaction, loyalty retention, and revenue maximization are top goals for technology & consumer electronics companies and demands on service support centers are at an all-time high.

In order to stay competitive in such a market with a highly complex and changing customer demographic, companies must keep up with recurring variations, innovation processes and creation of cutting edge ideas that ultimately translate into high returns. In Etisal International, we understand that in this highly competitive & constantly evolving market, delivering a superior customer experience is a major key to customer satisfaction and continued business success.

Throughout its 10 years experience in working with leading technology & consumer electronics companies in the EMEA region and with proven capabilities that companies require to manage increasingly complex interactions with technology customers, the underlying goal at Etisal International is to improve the overall customer experience and increase the lifetime value of our clients' customers whether through automated, online, or live agent transactions.



Such support occurs through customer service channels such as voice, chat, e-mail, web and social media providing a unified customer experience that enhances operational efficiencies.

Through strong agent recruiting and training, along with certification to support career path development, Etisal International provides exceptional levels of technical support ensuring your customers' issues are truly first-call-resolved.

Customer Support agents are expected to have knowledge about multiple, often complex product and service applications, provide information in native language, be available for service 24/7, and understand, diagnose & resolve a customer's issue at the highest speed. With tough competition and constantly changing specs in the technology & consumer electronics industry, our clients rely on Etisal International's know how and experience to generate greater, consistent customer value and experience.



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
- Electronics Advertising Campaigns Management
- Product Warranty Activation Services
- Inbound & Outbound Lead Management
- Up-Selling & Cross-Selling Programs
- Marketing Surveys Management

CUSTOMER CARE

- Welcome Calls Programs
- Warranty & Service Calls
- Tele Collection Follow Up
- Complaints Management
- Subscription Management
- Returns Management

CUSTOMER RETENTION

- Loyalty Programs Management
- Customer Satisfaction Measurement

BPO & BACK OFFICE SERVICES

DIGITIZATION

- Customer's 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

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

ITO SERVICES

INFRASTRUCTURE OUTSOURCING

- Parking Models
- Infrastructure Rental Models
- Overflow Services

TECHNICAL SUPPORT SERVICES

- IT Help Desk & Services Desk
- Technical Support (All Levels)
- Incident Management
- K-base Management
- Tickets Management
- Complaints Management
- CRM Applications Outsourcing

ADDED VALUE & BENEFITS



1

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!

2

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.

3

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.

4

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.

5

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!

6

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.

7

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.

8

Operational Cost Saving 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'!