



# BEST PRACTICES

Real Estate

## ETISAL International Group

### Saudi Arabia:

- Jeddah
- Riyadh
- Dammam

### Egypt:

- Cairo (Maadi / Abassia)

### India:

- Gurgaon

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[www.etisal-int.com](http://www.etisal-int.com)





# HISTORY & INDUSTRY CHALLENGES



With no doubt across our human history, constructing cities has always and will always occur! The difference, however, lies in the development of the technological aspect and how the core business is done. With the technological revolution era arouse multiple aspects that directly affect the success of Real Estate companies, one of them being customer services, our expertise!

Through our first-class outsourcing services 'tailored' to fit our partners' unique needs, it is with pride **ETISAL International** has served the Real Estate industry for more than 10 years, building with our partners stories of joy assisting their customers in finding the right home fit for themselves (residential) and businesses building the perfect representation image by implementing elite constructional designs (commercial)!

Today's empowered customers expect nothing less than a smooth customer experience

when it comes to a place they will live or work in, and as per research, it has been found that more than 50% of the work in the Real Estate industry is mostly non-core-functions-related. On that note, our teams' expertise and global coverage in this industry allow us to offload our partners' shoulders those functions with top-notch, up-to-date best practices in outsourcing services

to help them focus on what really increases their customer satisfaction, leaving to us the part where we handle their customers throughout their lifetime starting with the spark of their interest in our partners' projects, to the delivery of their residential/commercial units, to the after-residence issues that come up such as maintenance and renovation matters.





# 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 (RESIDENTIAL & COMMERCIAL)

### CUSTOMER ACQUISITION

- Real Estate General Information Lines
- Unit (Building, Flat, Villa, Townhouse ...etc.) Information Lines
- Advertising Campaigns Management
- Unit - Inbound & Outbound Lead Management
- Marketing Surveys Management
- Site Visit/Tour Appointment Setting
- Documents/Papers Completion Cycle Information Lines
- Direct Sales Appointment Setting



### CUSTOMER CARE (CONSTRUCTION PHASE)

- Welcome Calls Programs
- Construction & Finishing Management
  - Paints Selection
  - Tiles & Sanitary Ware Selection (Bathroom, kitchens...etc.)
  - Floors Selection
  - Other Finishing Options (Fittings, Accessories and/or Décor Options...etc.)
- Utilities Setup & Installation Services
  - Electricity      - Water      - Gas
- Maintenance Works Management
  - Electrical      - Plumbing      - Carpentry      - Landscape & Gardening



### CUSTOMER CARE (RESIDENCE-READY UNITS)

- Welcome Calls Programs
- Complaints Management
- Value-Added Services Management
  - Concierge      - Housecleaning      - Pest-Control
- Installments Payment Follow-Up
- Maintenance Works Management
  - Electrical      - Plumbing
  - Carpentry      - Landscape & Gardening



### CUSTOMER RETENTION

- Loyalty Programs Management
- Customer Satisfaction Measurement



## 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



### *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



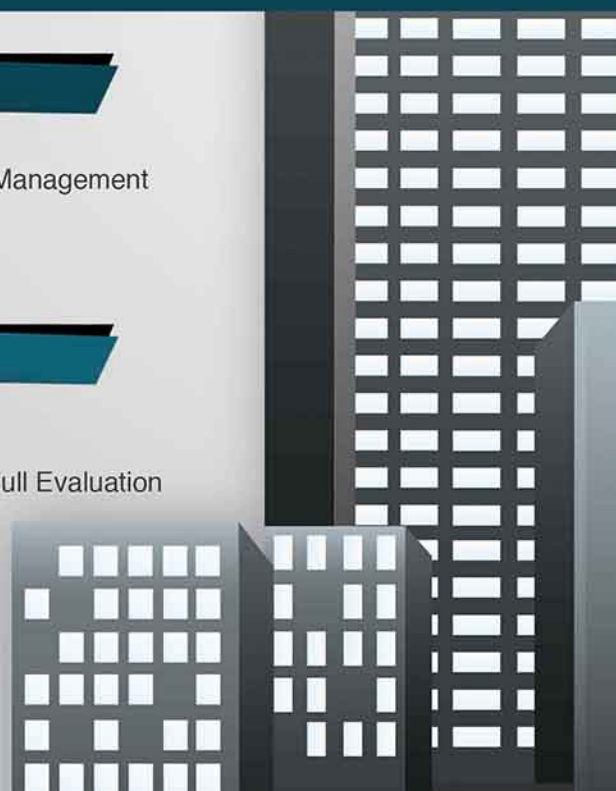
## HRO SERVICES

### *HR STRATEGY*

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

### *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



## 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



# ADDED VALUE & **BENEFITS**







**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!



**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.



**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.



**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.



**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!



**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.



**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.



**Operational Cost Saving** 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' and for many years to come, Egypt has held a strong position in the outsourcing/off-shoring markets!