

BEST PRACTICES

Telecom

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



In an industry known for its fierce competition along with ARPU focus, keeping customers happy with products/services, reducing churn, and raising customer lifetime value is essential. To do so, a fine-tuned customer service model is required to deliver appropriate customer expectations while adequately handling the complexity and continuous dynamics of the telecom industry.

For those highly sensitive issues, companies in such an intense competition need strong and very well aligned partners to achieve successful stories. Serving multiple operators across the Middle East, Etisal International has a well-rounded understanding of what delivering consistent and excellent customer experience means. For more than 10 years, we have been carefully and artfully designing systems to handle large numbers of contacts on daily basis to ensure our partners' success! For this industry, our human resource and technology capabilities allow us to handle more than 120,000 calls daily, which amounts to serving around 40 million subscribers.



At Etisal International, we understand that in the highly competitive and dynamically evolving telecommunication market, delivering a superior customer experience is key to customer satisfaction and continued business success. On this note, our various teams are well equipped with diversified skill sets, human resources background & languages, and up-to-date technology that enables us to master the support of large scale programs, provide high caliber services, and apply the highest contact center/BPO standards. Moreover, our telecommunication expertise and global capabilities allow us to react quickly to changes in the telecom industry, deliver cost efficient solutions to our clients, and boost their customers' satisfaction and retention rates.

Throughout its experience in working with leading telecommunication companies in the EMEA region, Etisal International has brought significant operational, business and financial value add to its clients across all customer service channels it supports, including but not limited to voice, chat, e-mail, web and social media, providing a unified/centralized customer experience through an optimized and efficient operation. As your contact center/BPO partner, the purpose of our existence is to simply enhance and enrich our clients' customer experience and increase their loyalty to the brand, keeping you always a step ahead of your competition!



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
- Activation Services
- Inbound & Outbound Lead Management
- Up-Selling & Cross-Selling Programs
- Marketing Surveys Management
- Campaign Management

CUSTOMER CARE

- Welcome Calls Programs
- VIP (Special Members) Queue
- Technical Support (All Levels)
- Rate Plans Management
- Complaints Management
- Tele-Collection Follow Up
- Billing Services
- Subscription Management
- Social Media Interactions Management

CUSTOMER RETENTION

- Loyalty Programs Management
- Customer Satisfaction Measurement
- Social Media Monitoring



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
- Government Relations Management



ITO SERVICES

INFRASTRUCTURE OUTSOURCING

- Parking Models
- Infrastructure Rental Models
- Overflow Services
- CRM Applications Outsourcing
- IVR Design and Implementation

TECHNICAL SUPPORT SERVICES

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



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 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'!