Etisal
International

Our Topics

Our Topics

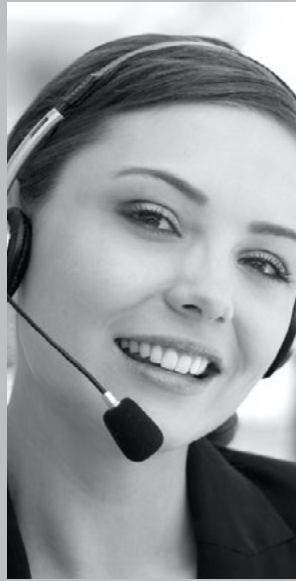Back

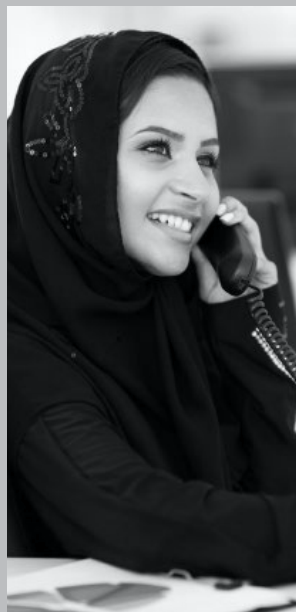**Riadaa Group**

Riadaa Group

Our Roots

Riadaa Group founded in 1998 as an Operation and Service company providing high quality, professional services and consultation services to a wide range of clients in different industry sectors regionally and globally.

With a diversified approach, the group's aim is to become a leader in the field of Operations and Professional Services providing its clients with value added services that will contribute to its growth.

Riadaa Group has evolved since 1998 covering the below lines of services:
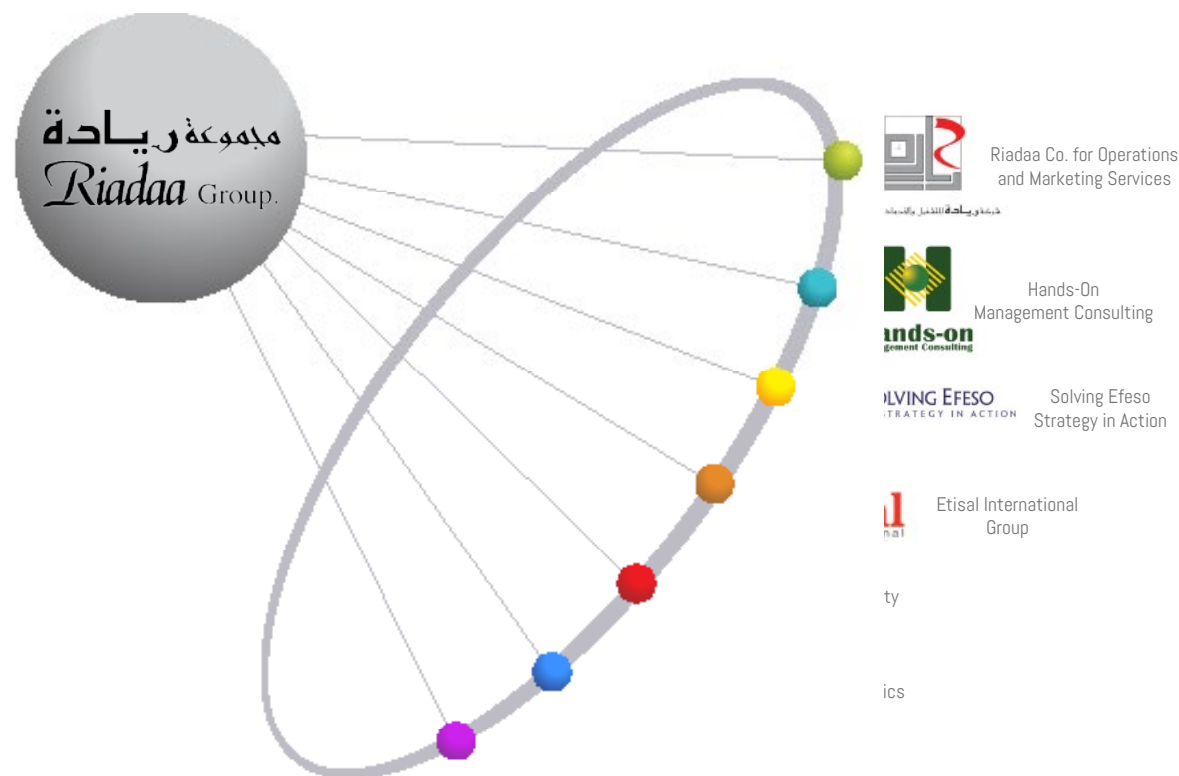
مجموعة ريادة
Riadaa Group.

Riadaa Co. for Operations and Marketing Services

Hands-On Management Consulting

Solving Efeso Strategy in Action

Etisal International Group

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Our Progress

4000 EMPLOYEES

2000 EMPLOYEES

500 EMPLOYEES

Riadaa Co. for Operations and Marketing Services	Radiaa security services	Etisal Saudi Arabia	Etisal Egypt	Hands-On Management and Consulting	Etisal India
1998	2001	2004	2008	2008	2013

Etisal World

Etisal World

Overview

Etisal International founded in 2003 - became a new member of Riadaa Group; we were established as the Call Center arm of the group in the Kingdom of Saudi Arabia (KSA) and its first dedicated service provider.
In 2008 Etisal International Egypt started operating, and since then, we became the principal Contact Center with a focus on our clients' core business: by professionally handling their customers' contacts via phone, fax, e-mail, web and SMS and utilizing state-of-the-art technologies.
Etisal International employs highly skilled professional staffs, who in return implement optimized processes' blended with global quality standards, which is always rewarded by our clients' satisfaction rates.

Our Aim

A global leading & dynamic Business Partner committed to providing Innovative outsourcing services which enables our partners to Focus on their core business.
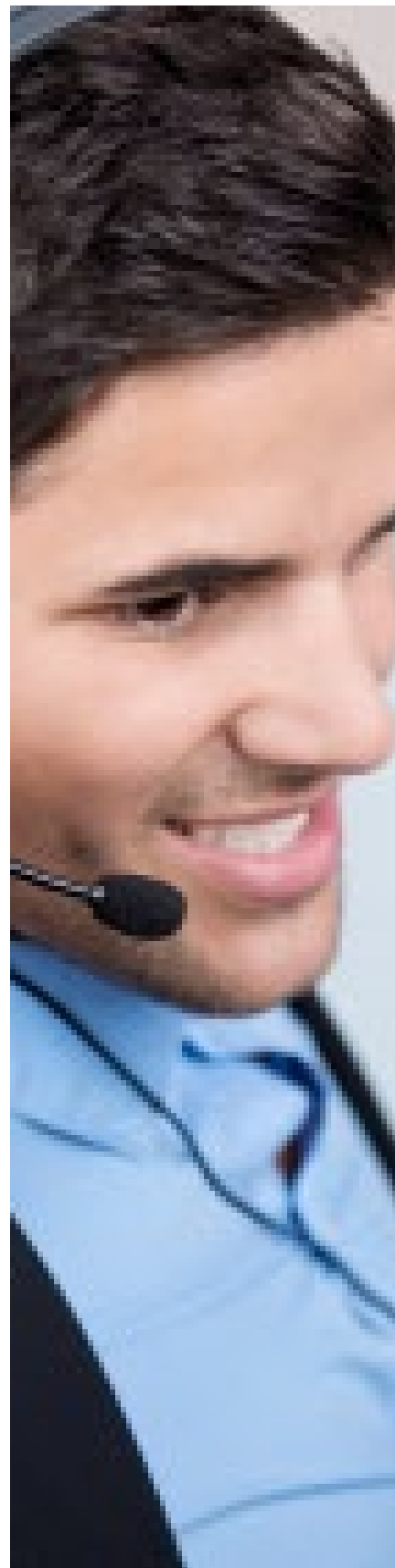
Our Perception

At Etisal International, we provide value-based distinct & innovative Outsourcing, Contact centre and BPO services to ensure an outstanding customer experience. We highly focus on our commitment to quality, value our clients, value our human capital, Implement best practices, and provide State-Of-the-Art technologies to ensure continuous high customer satisfaction levels.

Our Standards

We apply excellence to all of our internal and external activities to continuously ensure:
- Transparency
- Flexibility
- Integrity
- Passion
- Exceeding our clients' expectations
- Applying global quality standards

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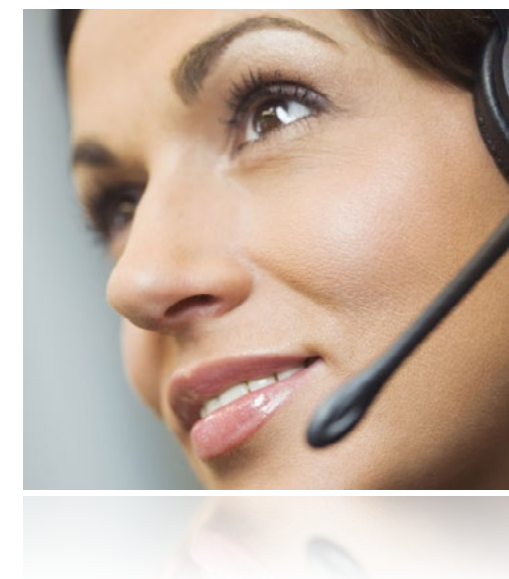
Global Footprint

With a total capacity of almost 3,500 expandable multi-media contact center seats and 4,200 employees in the ETISAL International group; Etisal Egypt serves global clients utilizing 2,200 seats with the capacity to expand, while Etisal KSA serves the Middle East & GCC (Gulf Cooperation Council) regions utilizing 1,000 seats with the capacity to expand. Lately; Etisal India serves global clients utilizing 300 seats with the capacity to expand.

▲ On Shore Delievery Centers

● Global Channels / Alliances

ETISAL Egypt
Serving Globally
2.200 seats
Capacity to expand

ETISAL KSA
Serving KSA & GCC region
1.000 seats
Capacity to expand

ETISAL India
Serving Globally
300 seats
Capacity to expand

Our Communication Centers

Etisal International in Egypt has the largest contact center seating capacity (2,200 seats) with approximately 1,800 employees with three redundant running contact center facilities in Cairo; Facility 1 occupies 750 seats; Facility 2 occupies 250 seats while Facility 3 occupies 1,200 expandable seats.

Etisal International KSA has a total seating capacity of 1,000 contact center seats with approximately 2,200 employees - With two redundant facilities; Facility 1 in Jeddah occupies 650 expandable seats, and facility 2 is in Riyadh occupies 350 seats.

Etisal International India has a total seating capacity of 300 expandable seats in Gurgaon.

■ Communication Center Features

Etisal International facilities consist of state-of-the-art Contact Centers with Disaster Recovery online (DR) options and overflows mechanisms. All facilities are selected to ensure proper access to public transportation, proximity to downtown areas, wild open spaces and contained zones, access control management, open terrace or spaces for cafeterias, training facilities, and recruitment centers.
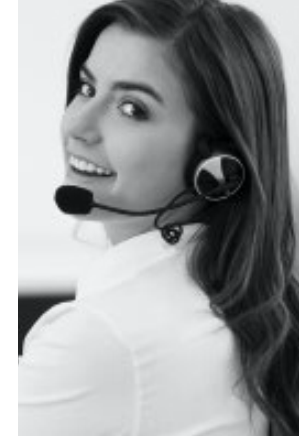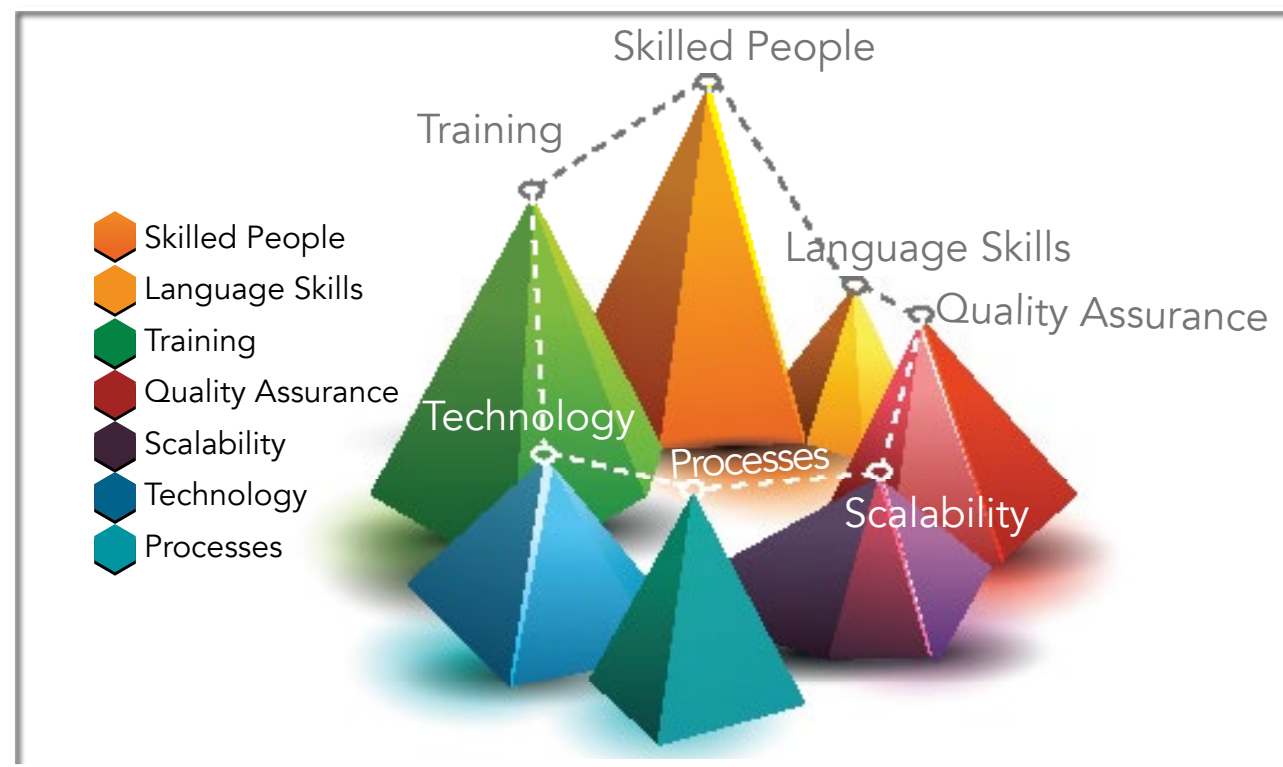
Our Power

- Skilled People
- Language Skills
- Training
- Quality Assurance
- Scalability
- Technology
- Processes

Skilled People

Etisal employs highly skilled college graduates and experienced and dedicated professionals in the Contact Center industry who are selected according to multiple stages of cross-functional interviewing and assessment (IQ, computer skills, typing skills and language skills) ensuring proper utilization of various experiences and skill sets in each and every industry we serve.

Language Skills

Because the education system in Egypt provides a labor pool with multilingual capabilities in different languages, we currently support our voice and non-voice services covering the six continents from our global delivery centers with high focus on English, French, German, Spanish, Italian, and Arabic. Etisal International supports other languages.
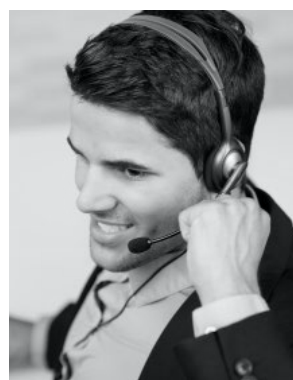

Training

Through a team of dedicated trainers & instructors, Etisal International Training Centers develop and conduct training tracks to all our agents and employees for each project separately. This enables the agents to have a full comprehensive view of the projects and to professionally represent the client through their calls. Training continuously covers soft skills, cultural training, product knowledge, process orientation and technology usage.

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Quality Assurance

Managing any kind of a customer operation suchs as a contact center, VMO or BPO requires great effort. The organization performance objevtives should be met while providing super service often with a smaller staff and reduced budget. To ensure quality of our services, our Quality Control function monitors all calls.The continous calibration of our monitring results with the clients' quality team is embeded into our quality monitoring processes to ensure complete alignment of the contact center operations to the set targets and objectives and to meet the client's business needs.

Scalability

Etisal International has ongoing capabilities to scale up its contact center operations to accommodate current and future needs of its clients. This is driven from our principles of "flexibility" to ensure seasonal and organic growth of our operations to suit various business needs and expansions.
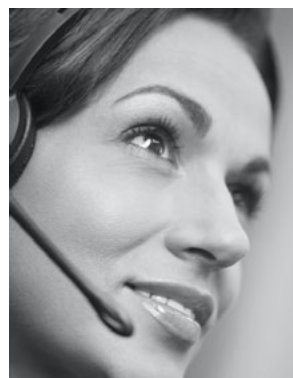
Technology

Etisal International operation is based on the next generation of CISCO contact center solutions & technology. With consistent provision of ACD, IVR, Quality Monitoring, Recording, Dialers, Multimedia transactions and open architecture for integration and interfacing, Etisal International operations is a full redundant setup of PBXs, connectivity, internet and redundant facilities within the same country and across countries; to ensure full disaster recovery features and overflow mechanisms. Etisal International applies state-of-the-art solutions to provide new innovative options like: Unified Intelligence Centers, Social Minor, Video Kiosks and Multimedia resource control.

CRM (Customer Relationship Management)

Depending on the project business needs we either use our client's CRM applications via secured VPN (Virtual Private Network) connectivity or utilize our own custom made CRM suite of modules to manage the daily Contact-Center transaction for each project.
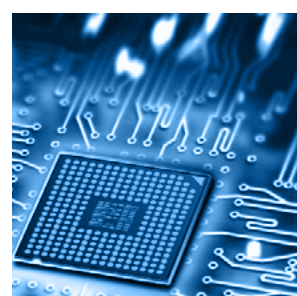
Multimedia Capabilities

Etisal supports all types of contact media - such as phone, fax, email, SMS, web chat, web mail, video kiosks, web collaboration and web call backs.

Information Access

To increase our clients' confidence in our services and operations, and in order to provide an effective & fast tool to access all related operational and business information; Etisal permits online access to reports (online/historical) as well as voice recordings for all of its project via custom made powerful portals for each client.

Information Security

Etisal International maintains extreme security measures including external system protection (virus scan, cascaded fire walls, hack detection), physical security through access control doors and internal data security measures (group password policy, strict permissions policy, email, etc). All of the applied measures are established and reviewed periodically to safe-guard all of the clients' data and information.

Technologies Attributes

- Full IVR Solutions
- Predictive Dialing
- Progressive Dialing
- SMS Solutions & Programs
- Chat Collaboration
- Full Dialer Solutions
- Preview Dialing
- Full Call Recording Solutions
- Email Collaboration
- Fax Management

Technology Details

- Auto Greeting
- Unified Intelligence Center (Reporting Dashboards)-web based
- Social Minor (Social Media Integration)
- Video Calls
- Video Kiosks
- Multimedia Resource Control (Speech recognition and text-to-speech)

Processes

Etisal International applies a consistent implementation methodology as a standard process for launching new projects and for the on going change-management of existing projects, in addition to projects expansion. Such methodology is a journey on its own starting from project definition and planning, process assessment, knowledge transfer, transition, site readiness and ending with the project launch. Moreover, Etisal International consistently develops, executes and measures the performance of more than 120 different processes/approaches within 14 different functions.

Sourcing Strategies

Because we highly focus on our "principals", we greatly depend on our flexibility and hence provide various sourcing models to suit our client's business needs and models

Our flexible sourcing models spans from the full **Out-sourcing** of our client's operations in one of our contact center facilities governed by our full responsibility of service levels and project KPIS, to the other extreme of **In-sourcing** our human capital, management, technology and processes inside our client's premises.

As for our **Co-sourcing** models; it can always be a mix and match of the above.

Sourcing Strategies

Out-sourcing

Co-sourcing

In-sourcing
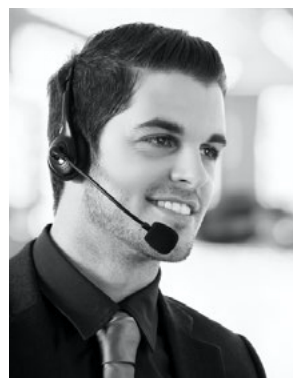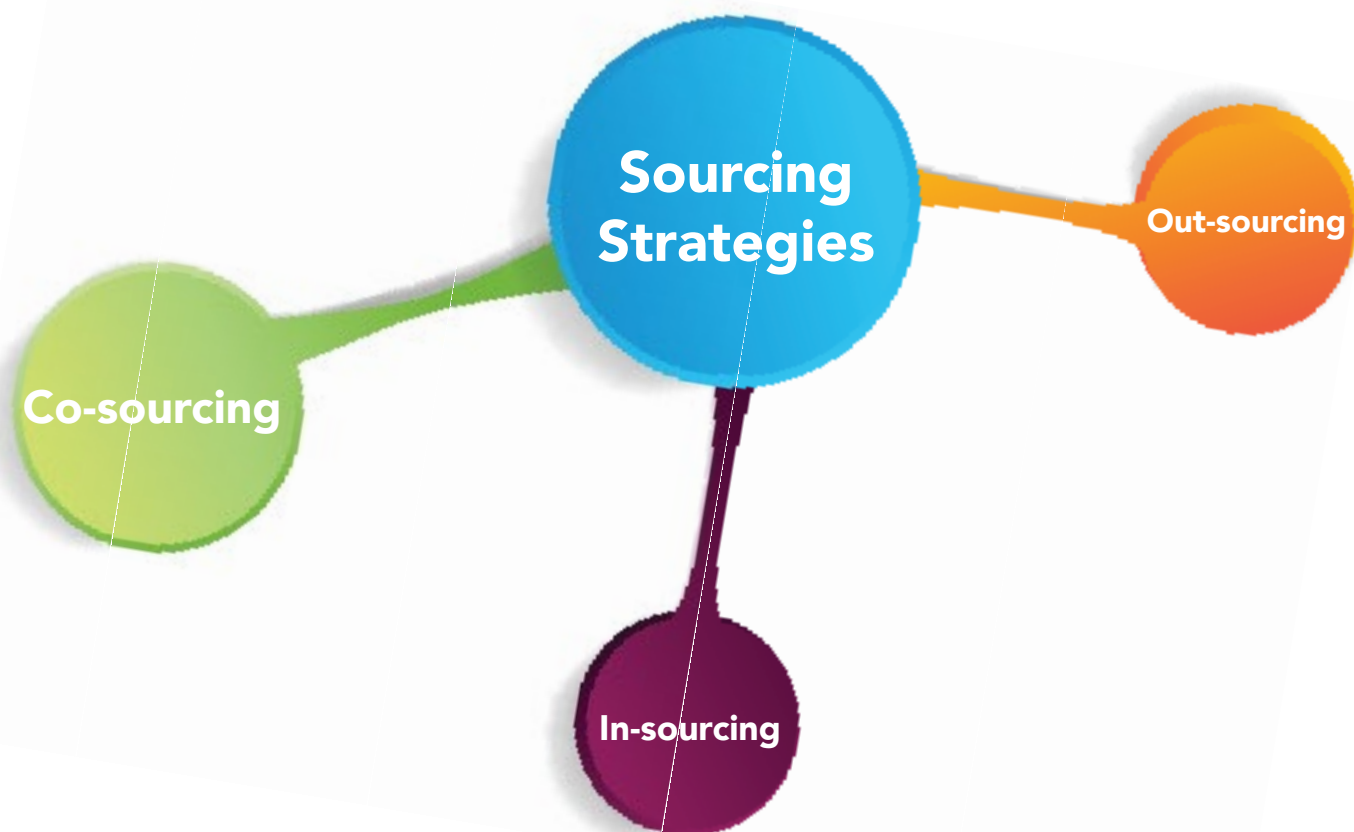
Certifications and Accreditations
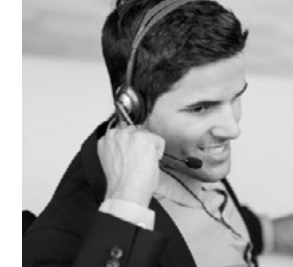
Customer Operation Performance Center (COPC)

Etisal International is a COPC-OSP 5.1 certified company. COPC certification is considered as the highest customer operation certificate providing its end users with first class services, meeting the global quality standards.
COPC is built to drive significant and sustained improvement to increase customer satisfaction, reduce costs, build revenues and improve service and quality.

CERTIFIED ISO 9001:2008 COMPANY
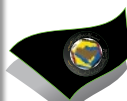
CERTIFIED COPC

ISO 9001:2008

Etisal International is an ISO 9001:2008 certified company. The certification sets out the criteria for a quality management system. It can be used by any organization, large or small, regardless of its field of activity. In fact ISO 9001:2008 is implemented by over one million companies and organizations in over 170 countries. The standard is based on a number of quality management principles including a strong customer focus, the motivation and implication of top management, the process approach and continual improvement.

Etisal World

⊖ We speak all languages

Language supported

Arabic	English	French	German	Spanish	Italian	Urdu	Others
Saudi	UK	France	Germany	Spain	Italy	India	Others
Egypt	USA					Pakistan	
GCC							

Multi Lingual support

English-Arabic
French- Arabic-English
French- Arabic
German-Arabic-English
German-Arabic
Urdu-English

Regions Served

Middle East - Africa - Europe
North America - Australia

⊖ Fact Sheet

01 Proven best practices in contact center and BPO for more than 10 years.

02 Providing ready-made & custom made contact center and BPO services for 20 different industry sectors.

03 Currently serving Middle East, GCC, Europe, USA and Australia.

04 Serving more than 50 various clients globally.

05 Handling an average of 4 million voice & non voice transactions on monthly basis.

06 Directing an average of 4,000 skilled multilingual agents.

07 Utilizing a total capacity of 3,500 multi-media expandable contact center seats.

08 Active Disaster Recovery setup within each delivery center and across countries.

09 Delivery centers located in KSA, Egypt and India with global business representatives in UK, USA and Australia.

10 ISO 9001-2008 Certified.
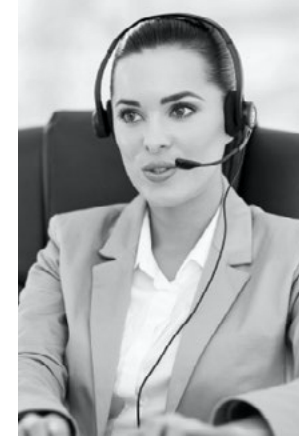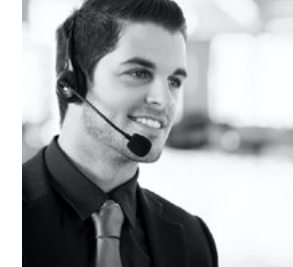
11 COPC Certified.

12 Following ITIL guides.

The Business We Offer

Etisal International acknowledges that customers deserve nothing less but exce... Services. In fact they deserve a step by step well-informed experience. With eve... we deliver an exceptional experience, whether via phone, fax ...saction to answer queries, complaints and tra...

The Business We Offer

- Contact Center Services
- HRO Services
- BPO Services
- ITO Services

Contact Center Services:

The Contact Centre is merely a customer interaction centre, a cen... point of our organization from which all customers are managed. Our Company's Relationship Management (CRM) team profiles, tracks and gathers data, before the customer's call is routed to a specialized agent for further assistance. We resolve and respond professionally to all inquiries or disputes that customers have through the telephone. From that point onwards, we handle the 360 degrees of our clients' customers to ensure that we are sufficiently providing Customer Acquisition, Customer Care and Customer Retention Services.

Customer Acquisition

General & Product Information Lines

Response to Advertisement

Inbound / Outbound Tele-Sales

Order Taking & Processing

Lead Generation

Appointment Setting

Data Management (Building, Profiling & Validation)

Up-selling & Cross-Selling Programs

Marketing Surveys Execution

B2B Sales Programs

Customer Care

Welcome Call Programs

Customer Services

Help-Desk Services

Complaints Management

Maintenance Scheduling

Appointment Setting

Location Services

Billing Services

Subscription Management

Data Management (Building, Profiling & Validation)

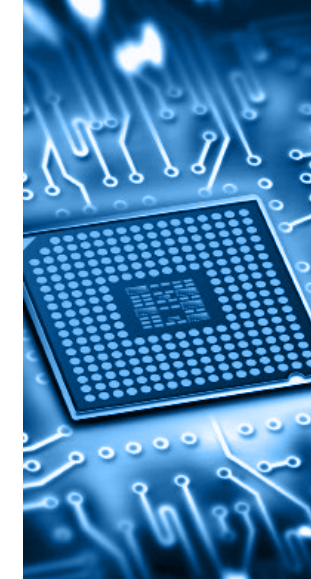### Customer Retention

Loyalty Programs Execution

Customer Retention (Anti-Attrition Calls)

Customer Satisfaction Surveys

Debt Management

Subscription Renewals

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BPO Services (Business Process Outsourcing):

To complement our contact center services and voice services, we deliver a wide range of non-voice services that are designed to cater for back-office services and transactional services within the data management and transaction processing domains.

Data Management Services

Data Collection

Scanning Management

Data Entry

Data Processing

Data Profiling

Data Validation

Transaction Processing Services

Email Support Services

Chat Support Services

Forms and Applications Processing

Claims Processing Services

Transaction Processing Services

ITO Services (Information Technology Outsourcing):

ITO (IT Outsourcing) is a fast growing domain and we cater for simple provisioning of technical support services to complex hierarchy of technical support various levels and infrastructure outsourcing.

Infrastructure Outsourcing

Parking Models

Seats Rental

Infrastructure Rental

Remote/Extended Infrastructure Services

Overflow Services

CRM Applications Outsourcing

Order Management Applications Outsourcing

Technical Support Services

IT Help Desk / Services Desk

Technical Support Lines (1st, 2nd, 3rd…etc)

3rd lines of Support Integration

Incident Management

K-base Management

Tickets Management

Complaints Management

HRO Services (Human Resources Outsourcing):

The HR outsourcing has evolved over the last decade and will continue to do so. HR Outsourcing allows companies to offload work that isn't part of their core business; such as Payroll, C&B Management Training, Retraining and Career Development.

It can also be responsible for employee and labor relations, business partners, data collection and personnel legal issues. We provide a wide range of HR Outsourcing Services starting from the Strategic Management and Directions of the HR pool, Talent Acquisition, reaching the on-going management of monthly payroll and other services.

HR Strategy

HR Strategy Setting

HR Strategy transformation

HR Service Delivery Models

Organization Structure Design

Process Design

PA system Setting & Implementation

HR Audit

HR Scorecards

Career Path Programs

Talent Acquisition

Assessment programs

Sourcing programs

Candidates Pre-Screening

Recruitment Management

Hiring Management

Retention Management

CV Inventory Services

Skill Sets Inventory Services

Peaks Management

Payroll & Administration

Attendance Management

Leave Management

Payroll Processing

C&B Management

Health Care / Medical Insurance Programs Management

Social Insurance Management

General Employee Relations

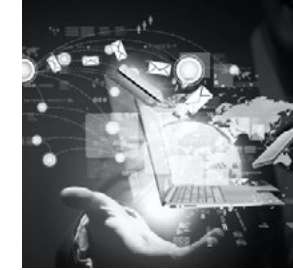Special Bonus / Incentives Management

Etisal World

⊖ Performance Excellence

Industries we serve:

Etisal International serves a wide range of client's with proven track record in industries. We provide the clients with the best and most professional solutions enhancing their business and maintaining high quality standards.

- Telecommunications
- Automotive
- FMCG
- Health Care
- Manufacturing
- Education
- Oil & gas
- NGO/NPO

- Information Technology (IT)
- Transportation
- Fast Food
- Consumer Electronics
- Government
- Real Estate
- Hospitality & Tourism

- Banking & Financial Services
- Air Lines
- Pharmaceutical
- White Goods
- Utilities
- Retail & Distribution
- E-Commerce

Global Presence

Why Kingdom of Saudi Arabia (KSA)?

The delivery centers we operate from KSA (Jeddah, Riyadh and Dammam) are mainly designed to serve the KSA, the GCC region and any other Arab Nation, mainly for the native Arab speakers that are employed who are culturally close to the Arab culture and also for the proximity to most of the Arab countries in the Middle East and GCC regions. Because of the high standard of living in KSA and the GCC area, our operations in KSA are designated to service the on-shore and near-shore clients within KSA and the GCC areas to suit relevant business needs and cultural proximity. Yet, to have a more economical cost of operations, we provide our services from Egypt and India who are both located on the global map of contact center and BPO providers globally with India ranked number 1 and Egypt ranked within the first 10 providers.

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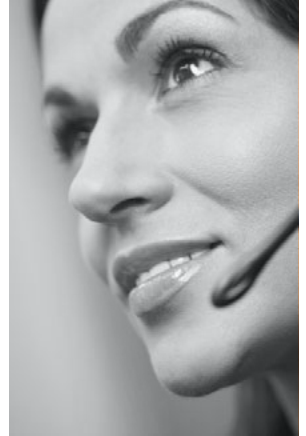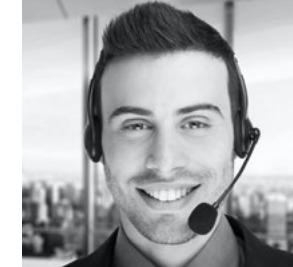
EGYPT

Why Egypt?

Egypt is considered as a world-class destination for IT, Contact Center and Business Process Outsourcing, mainly for cost saving reasons. Egyptians are abundantly technical, skilled and are uniquely multilingual. Egypt's geographical location is strategic and is naturally at the crossroads of Europe, Asia and Africa.

1) Abundant and Multi-Lingual Talent Supply

Egypt is the second talented pool amongst off-shoring destinations in the EMEA region and is the largest talent pool amongst all Arabic speaking countries. Approximately 31,000 fluent students in the Western European languages graduate from Egyptian universities every year. Besides the Arabic and English languages, many graduate and are fluent in French, German, Spanish and Italian.

2) Competitive Cost

Egypt is one of the most competitive locations in cost savings for service delivery centers in the world. Egypt is also more cost effective than the Eastern European and Indian module, as well as providing exceptional and high professional talented resources.

3) A friendly/Strategic Location

Egypt is an ideal place for IT, Contact Center and Business Process Outsourcing, because of its strategic location, and friendly environment.

4) Favorable Business Enviroment

The pace of reforms has accelerated over the past years making Egypt quite attractive for foreign investments.

- The cost of Business start-up has reduced in Egypt.
- Incorporation time slashed to an average of 72 hours.
- Our one-stop-shop situated at various locations throughout the country.
- New commercial court system / anti-money laundering and anti-trust laws implemented.
- Egypt's annual Inflation rate in January 2013 became 6.27% from 8.60% in January 2012.

5) Ongoing Investment and Support

With an on-going successful partnership, investment and support between the Egyptian Ministry of Communications and Information of Technology (MCIT), the private sector, ITIDA (which reports to MCIT), much development has occurred in the IT Industry in Egypt which in return attracts significant foreign investments to Egypt.
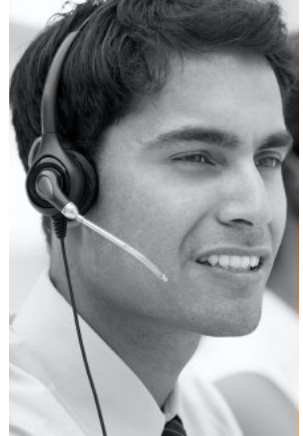
Why India?

India is the main attraction destination for outsourcing, for the reason of its unbeatable value proposition: PQR (Productivity, Quality and Rate) factor. Key drivers of global offshoring, along with India's strengths are continuing to add fuel to India's ITES (Information Technology Enabled Services.) – BPO (Business Process Outsourcing) growth engine. Some of these drivers include:

1) Focus on Margins and Cost Pressures
Outsourcing to India has helped companies achieve 40-50% cost savings.

2) Growing Demand for Premium Skilled Workforce
India has a large pool of educated, highly skilled, English speaking manpower. This has placed India favorably over other offshore locations.

3) Global Quality Accreditations
In an increasingly competitive economy, customers demand and expect highest levels of quality. Indian vendors are quality centric and have adopted several industry standards such as SEI- CMM, ISO, TQM, 6 Sigma Quality and COPC.

4) Secured Environment for Businesses to Operate
Indian companies as well as the government have been proactive in taking appropriate steps to tackle security concerns. Many Indian companies are aware of and are opting for international security standards such as ISO 17799, BS7799, COBIT and ITSM. NASSCOM, which is the Indian government's arm that regulates the Indian Software industry, has laid the foundation for the required legal framework. The IT Act, 2000 includes laws and policies concerning data security and cyber crimes.
Other than IT Act, the Indian Copyright Act of 1972 deals with copyright issues in computer programs..

5) Increasing Focus on Core Competencies
The need to focus on core proficiency to remain competitive is driving more companies to offshore outsourcing. Off shoring helps free up resources and help higher management focus on core business requirements, off shoring also allows for access to new technologies and talent to help strengthen business offerings.
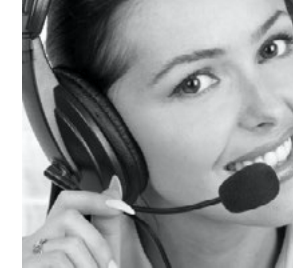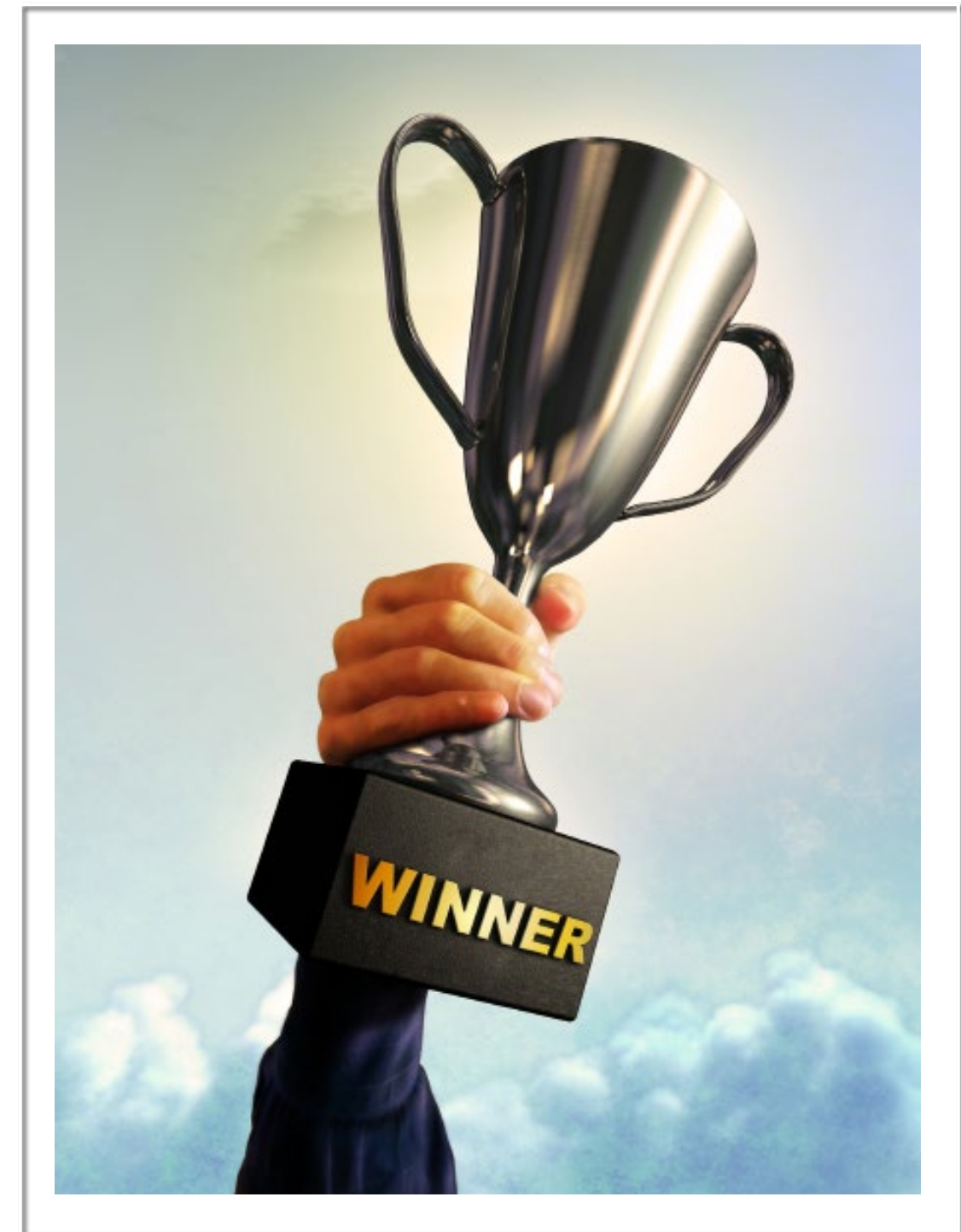
Our Journey of Success

Journey of Success

Our Journey of Success comes from:

1 Industry best practices.

2 Flexible sourcing models

3 Regional & global coverage.

4 Localized and overseas disaster recovery solutions.

5 Cost effective locations

6 Global quality standards & norms.

7 Multilingual capabilities for EMEA, BRICS & APAC coverage.

WINNER

Our Partners of Success

Telecommunication & IT:

Banking and Financial services:

Customer Electronics:

Automotive:
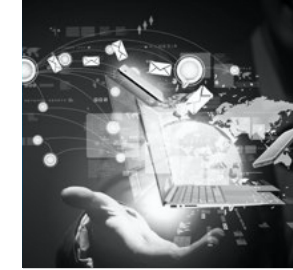

FMCG & Fast Food:

Journey of Success

Governements:
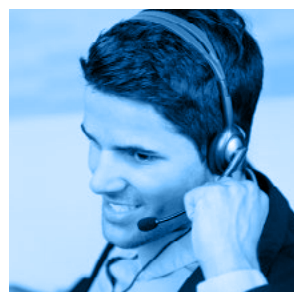
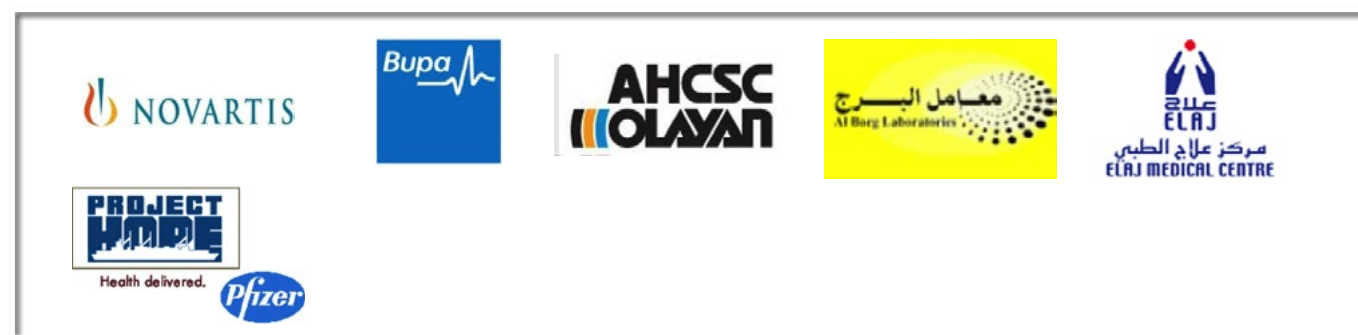## Pharmaceutical and Health Care:

E-Commerce:

Real Estate:

NGO/ NPO:

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Topics

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