



BEST PRACTICES

Travel
& Transportation

Etisal International Group

Saudi Arabia:

- Jeddah
- Riyadh
- Dammam

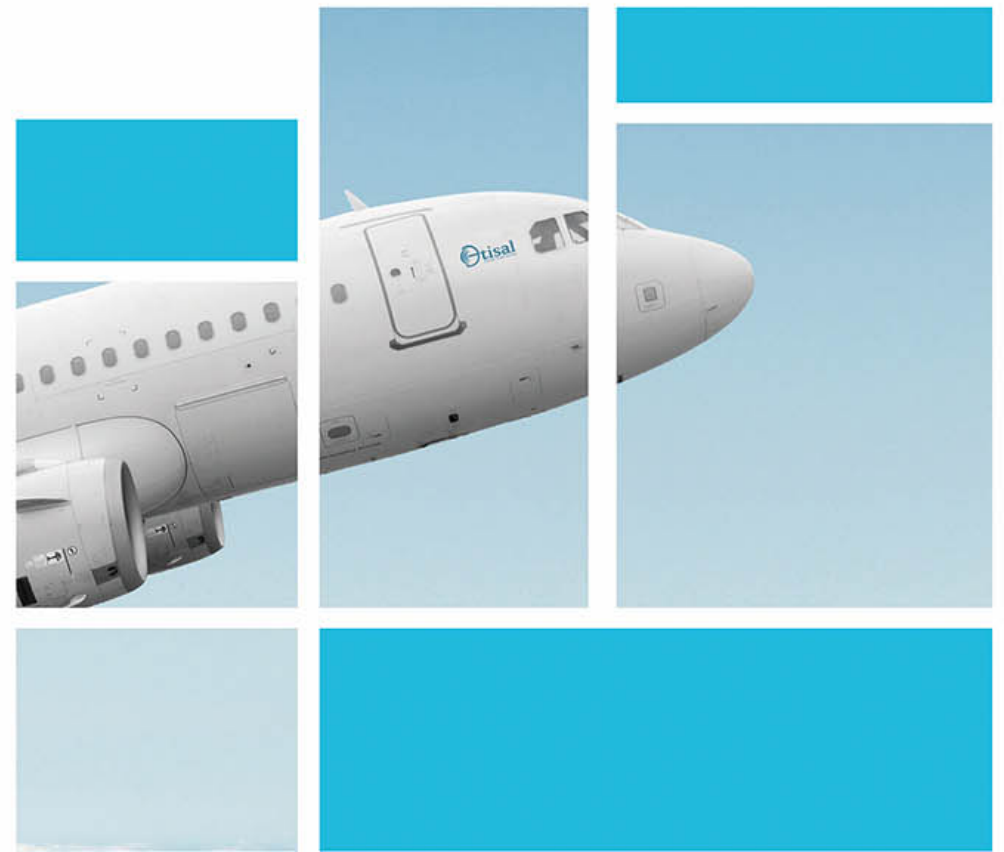
Egypt:

- Cairo (Maadi / Abassia)

India:

- Gurgaon

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HISTORY & INDUSTRY CHALLENGES

With the technological advances in today's world and more empowered customers, it takes more than simply a good company profile or attractive prices to acquire and retain customers. The travel & transportation industry has become so competitive and constantly evolving, driven by many factors of marketing and brand positioning that in order for businesses to grow, it has become an essential aspect to look out for first-class customer satisfaction.

In today's markets, businesses face mounting pressure to stay competitive, increase revenue and most importantly, enhance their customer services to increase customer satisfaction levels. Moreover, this has pushed travel & transportation companies to adopt the Business Process Outsourcing (BPO) model to help them focus on their core businesses, while partnering with other companies who's business mainly revolves around developing customer satisfaction. However, the question always came back to whether or not the airline company would successfully transfer the knowledge to its BPO provider and whether the integration and alignment of systems would work.

Being one of the BPO industry leaders, Etisal International has adopted top-notch technology that allows it to offer to its clients multiple sourcing models to best fit our clients business needs ranging from outsourcing, co-sourcing to insourcing models for customer service, reaching a state that wherever the client exists, we are uninterruptedly integrated: they always see what we see.

As our experience had grown in the travel & transportation industry over the past decade, we in Etisal International were always keen to learn more about the industry to best serve our clients. Today, we have full-fledged solutions that are implemented by experts in the industry who thoroughly understand the know-how of your business, the high importance of delivering a superior customer experience and how it relates to meeting performance & financial objectives. With our expertise in serving the travel & transportation market, our teams deliver outstanding multichannel support for our customers around the globe while reacting quickly to industry changes, delivering cost efficiencies, and improving customer satisfaction and retention.

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 BPO standards. Nonetheless, having such a x pool of multi-lingual speaking graduates coming from different backgrounds, whether by education or global presence, is one of the highly competitive advantages we are proud to have. This enables Etisal International to better understand YOUR culture to best serve YOUR customers around the world while speaking YOUR language!





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

- Travel & Transportation Information Lines & General Inquiries
- Travel & Transportation Advertising Campaigns Management
 - Fees, Offers and Packages
 - Sales Inquiries
- Up-Selling & Cross-Selling Programs
- Tele-Sales Campaigns Management
- Marketing Surveys Management

CUSTOMER CARE

- Welcome Call Programs
- Booking & Reservation (B&R) System Management
 - B&R Services
 - B&R Cancellation
 - B&R Changes
 - Re-Issuing
 - Payment Methods
- SMS/Email/E-Fax Collaboration
- Customer Services
 - Destination Inquiries
 - Hotel Rooms Availability
 - Guest Preferences Handling
 - Flight Schedules/Status
 - Seat Reservations
 - Extra Luggage Purchases
 - Sales Office/Agencies Locations
 - Concierge Services
- VIP Customers Handling
- Complaints Management

CUSTOMER RETENTION

- Frequent Customer 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

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



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'!