

# Transforming Customer Experience. Delivering Business Impact.

e& CX Solutions — Trusted CX, BPO & Digital Transformation Partner Across MENA

**50M+**

Customers Served

**236M+**

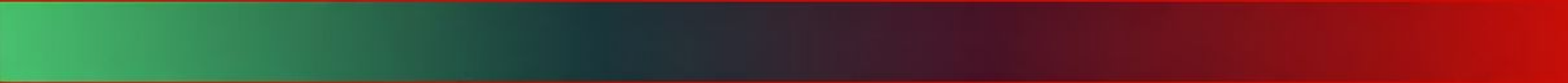
Annual Interactions

- Backed by e& Group — Global Telecom Leader



cx solutions Egypt

# Why Egypt?





# Egypt's Strategic Landscape

Strategically positioned in Egypt, e& Global Services benefits from a unique operator DNA refined over years of industry experience. The country's multilingual pool of technical experts — fluent in Arabic, English, French, German, and more — makes it the ideal hub for cost-effective, rapid service delivery. Egypt's rich cultural diversity, proximity to Europe and Asia, and its role as a gateway to the Middle East and Africa provide a decisive strategic advantage for any enterprise looking to offshore operations.





# Why Egypt? The BPO Case Is Compelling

## A Premier Offshoring Destination — Backed by Data



Egypt ranks among the top 10 global offshoring destinations (A.T. Kearney Global Services Location Index)



Over 900,000 university graduates annually — one of Africa's largest talent pipelines



Multilingual workforce fluent in Arabic, English, French, German, Italian & Spanish



Labor costs 60–70% lower than Western Europe and North America



Strategic GMT+2 time zone — compatible with MENA, Europe, and East Africa



Egypt Vision 2030: \$4B+ government investment in digital infrastructure and Smart Cities



Submarine cable hub connecting Africa, Europe, and Asia — ensuring high-speed, resilient connectivity



# Egypt's Promising Market Advantages



## Pivotal Location

- Pivotal Location — Geographic gateway between Europe, Africa, and the Middle East



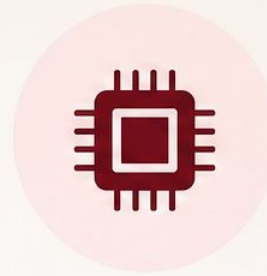
## Multilingual Talent Pool

- Multilingual Talent Pool — Professionals fluent in Arabic, English, French, German, and more



## High-End Infrastructure

- High-End Infrastructure — Among the best scalable service-delivery infrastructure in the region



## Technical Expertise

- Technical Expertise — Deep pool of university-educated STEM and business graduates



## Accessibility & Government Support

- Accessibility & Government Support — Proactive policy environment enabling BPO investment and growth





cx solutions Egypt

# Who We Are!



# e& Global Services — Company Overview

## A Purpose-First, Fully-Fledged Outsourcing Partner at Global Scale

e& Global Services brings together comprehensive outsourcing capabilities, state-of-the-art technology, and deep technical expertise — serving over 40 million customers across 16+ countries. From customer care to IT managed services, cybersecurity, and HR outsourcing, every solution is engineered to maximize client efficiency and deliver sustainable business value.

- **40M+** customers served across **16** countries
- **4M+** live offshoring interactions handled annually
- **300+** technical resources deployed across IT and engineering
- **Cairo HQ:** central location, world-class facilities, zero infrastructure burden for clients



# e& cxs Leadership Team

Average of over 25 years of Professional Experience



**Sherif Attia**  
Chief Executive Officer  
30 YOE



**Sherif Madkour**  
Commercial VP  
28 YOE



**Mohamed Salah**  
IT Director  
27 YOE



**Mohamed Fakhry**  
Head of Finance  
18 YOE



**Ahmed Taher**  
Head of Strategy  
26 YOE



**Ahmed Mahani**  
Head of Business  
Development  
25 YOE



**Maha Soliman**  
HR Director  
25 YOE



# e& Global Services — In a Nutshell

**7,000**

Employees —  
University  
graduates,  
bilingual  
professionals

**1,900**

Seats across two  
state-of-the-art  
locations in Egypt

**16**

Lines of business  
across the service  
portfolio

**800+**

Retail stores  
served

**4 Million+**

Offshoring live  
interactions  
handled annually

# Why e& CX Solutions

Part of the e& Group — one of the world's leading technology and telecom groups. We bring enterprise-grade CX delivery with the agility of a specialist BPO.



## Part of e& Group

— Backed by one of the region's most trusted technology and telecom brands



## 10,000+ Professionals

— Across 4 strategic delivery hubs in the region



## Rapid Mobilization

— From contract to live operations in 4–8 weeks



## Proven at Enterprise Scale

— Transforming CX for 50M+ customer bases across MENA



## Growing Commercial Footprint

— 22% of revenue from independent external commercial clients and growing





# Our Services

One integrated model — people, process, technology and governance working together.



## Customer Experience Operations

Voice, chat, email and social care — omnichannel, AI-assisted, measurable



## Revenue Growth & Retention

Upsell, loyalty programs, collections and churn prevention at scale



## Digital & AI Solutions

Automation, analytics, chatbots and speech intelligence



## Secure Managed Services

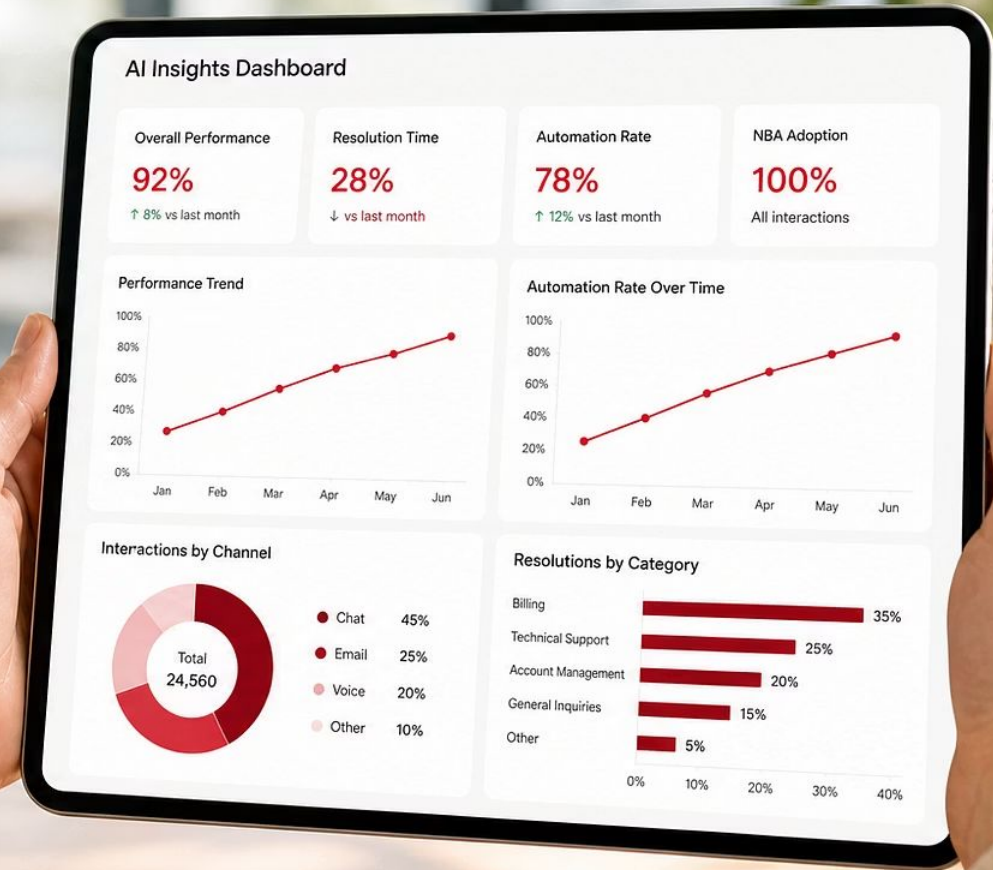
Back-office operations, compliance management and workforce optimization

# AI & Automation — Powering the Next Generation of BPO

## Intelligent Operations That Deliver Measurable Results

Artificial Intelligence and automation are deployed across e& Global Services' data entry, customer care, and back-office operations — enabling faster resolutions, near-zero error rates, and elastic scalability. These capabilities place e& firmly alongside top-tier global competitors in the intelligent automation race.

- 1 Overall Performance:** 92% — up 8% month-over-month
- 2 Resolution Time:** reduced by 28% through AI-assisted triaging
- 3 Automation Rate:** 78% — up 12% month-over-month
- 4** AI-driven Next Best Action (NBA) embedded in every customer interaction





# Data Security & Compliance

## A Non-Negotiable Priority — Built Into Every Layer

Growing client concerns around data security and regulatory compliance are reshaping BPO vendor selection. e& Global Services invests continuously in certified cybersecurity infrastructure, compliance frameworks, and 24/7 active threat monitoring — ensuring client data is protected at every operational layer.

- Dedicated Cyber Security Control Center (SOC/NOC) — 24/7 monitoring
- Penetration Testing, Red Teaming & Social Engineering Simulation
- GRC Transformation & Vulnerability Risk Assessment
- Secure Architecture & Configuration Review on every client engagement
- Compliant with international data protection standards across MENA and EU markets





cx solutions Egypt

# Why Us?





# Creating Value Through Customer Care

## The Industry Shift That Defines the Next Decade

The focus is shifting decisively from cost reduction to delivering exceptional customer experiences. Leading BPO providers like e& Global Services combine empathetic human agents with intelligent technology — driving measurable loyalty outcomes, higher retention, and deeper client value at scale.





# Common CX Challenges We Solve



## High Service Costs

Headcount scales with demand, no automation to offset



## Long Wait Times

Customers abandoning before resolution



## Low Customer Satisfaction

No structured improvement framework or real-time visibility



## Fragmented Digital Journeys

Disconnected voice, chat, and social experiences



## High Agent Attrition

Slow ramp-up, specialized skills hard to retain



## Poor Visibility & Reporting

Lagging data, no live dashboards or sentiment analysis



## Slow Scaling During Growth

Rigid structures can't absorb rapid volume increases

We combine people, process, AI and governance to solve these at scale.





# e& CX Solutions — The Right Partner

Built to meet every Helping requirement



## **People-First Workplace:**

Wages 5% above local minimums,  
world-class agent wellbeing programs



## **Proactive Account Management:**

Dedicated provider team co-located  
with customer service on a single site



## **AI-Led Optimization:**

DeepL voice translation, GenAI  
knowledge tools, and intelligent automation



## **Rigorous SLA Accountability:**

Dedicated TLs, WFM, QA, and flexible  
price-per-contact models available





# Key Differentiators

## 1 Our People —

A talented, multilingual Egyptian workforce trained to deliver exceptional CX across industries and geographies.

## 2 Customer-Centricity —

Personalized services tailored to each client's business requirements, delivering top-tier value and quality at every interaction.

## 3 Comprehensive Solutions —

Customer care, technical support, back office, collections, telesales, reservations, and directory assistance, spanning the Middle East, Africa, Europe, and Asia.





# Our Geographical Presence in Egypt

- 1 New Cairo —**  
Primary operations hub with state-of-the-art contact center facilities
- 2 6th of October —**  
Secondary operations site expanding capacity and redundancy
- 3 Maadi —**  
Supporting operations and specialized services delivery





# State-of-the-Art Facilities Across Cairo

Our campuses in New Cairo, 6th October, and Maadi are purpose-designed for 24/7 BPO operations — featuring resilient connectivity, redundant power systems, advanced security, and ergonomically optimized agent environments that rival the best contact center facilities operated by global BPO firms worldwide.



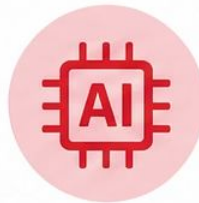


# Capitalizing on Infrastructure & Technology



## Infrastructure

World-class, futuristic infrastructure is our key to delivering innovative services that exceed client expectations. We are well-positioned to provide a wide range of offshore services — with scalability and resilience built in from day one.



## Technology

Our dedicated team of experts utilizes the latest advancements in AI, automation, and enterprise platforms to provide cost-effective and scalable offshore services — reshaping the tech-telco industry and setting new benchmarks for BPO operational excellence.



cx solutions Egypt

# Our People (HR)





# Our culture

## Our Promise



We deliver smarter, high-impact customer experiences by combining empowered people, bold execution, and advanced technology.

We turn every interaction into a moment that moves people & Business forward

Built by people who move as one, act boldly, and deliver with excellence

We don't just manage interactions — we redefine how they are experienced

### We Think Differently

We anticipate needs, Challenge assumptions, and solve with purpose.

### We Act Boldly

We take ownership, move with speed, and make decisions that improve the experience.

### We Deliver Consistently

We turn promises into measurable outcomes for customers & colleagues.

**We are  
Experience  
Makers!**

## Our Beliefs

Technology driving transformation & smarter experiences

Transparency in action, Integrity in every step

People at the heart of everything

Understanding needs, adapting fast, delivering with excellence

Customer at the center of every decision

Bold actions that drive real impact

One team, One voice, One shared goal

# Why e& CX Solutions Egypt is the Employer of Choice

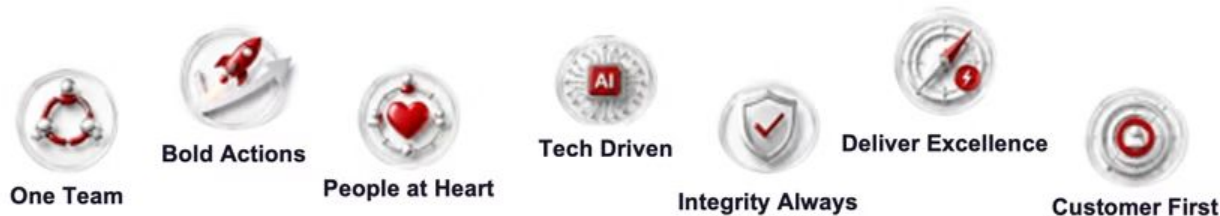
At e& CX Solutions Egypt, we believe that exceptional customer experiences start with exceptional employee experiences.

As part of the e& Group, we provide a dynamic, inclusive, and technology-driven workplace where our people are empowered to learn, grow, and build rewarding careers.

We invest in our employees' success through competitive rewards and meaningful benefits.

Supported by our values of Unity, Boldness, and Customer Obsession, we foster a culture of continuous learning, innovation, recognition, and career development.

Our employees are encouraged to take ownership, contribute new ideas, and make a real impact while working in a diverse and collaborative environment.



**e& CX Solutions Egypt is more than a workplace;  
it is a place to create experiences, grow, lead, and thrive.**

## Benefits & Awards



### Referral Program

Rewarding employees for bringing great talent to the team with Payment up to 10,000/ Referral based on grade



### Offers & Special Discounts

Exclusive corporate discounts with partner brands, retail stores, gyms, labs, and more.



### Engagement Activities

Celebrating top performers through regular recognition programs, awards, and appreciation events.



### Bonus Program

Performance-based bonus aligned with achievements, KPIs, and company results.



### Business Line

Business Line packages provided for different grades



### Medica Insurance

Coverage up to **600,000**  
On site Clinic along the week  
Maternity coverage up to **35,000**  
Annual Dental Coverage up to **2500**  
Family Medical for G8 and Above



### e& CX Solutions Academy

Continuous learning & development programs, upskilling sessions, and career growth workshops.



### Special Leaves

**Maternity Leave** (4 months paid)  
**Paternity Leave** (1 day paid)  
**Sportive Mission Leave** (Full duration of mission paid)  
**Pilgram Leave** (1 month paid)  
**Marriage Leave** ( 5 days maximum)



### COLA

Eligibility for COLA % Based Grade

### Awards





# Talent Acquisition

## With People at the Core

Our rigorous recruitment process selects best-fit candidates with an emphasis on technical expertise, communication skills, and cultural alignment. We provide continuous training and development programs to ensure our employees remain equipped with the latest industry knowledge and technical skills — enabling us to attract and retain top talent that delivers the highest quality services to clients.





# Multilingual Support at Scale

## Meeting the Demands of Global Markets

Egypt graduates over 50,000 language-proficient professionals annually across English, French, German, Italian, and Arabic — making it the Arab world's largest multilingual BPO talent pool. e& Global Services taps this depth to deliver seamless, culturally aligned customer experiences across every client market.

- ✓ Languages delivered: Arabic, English, French, German, Italian, Spanish
- ✓ Serving MENA, Europe, and Sub-Saharan Africa from a single hub
- ✓ Dedicated language training programs ensure accent neutrality and cultural fluency
- ✓ Rapid ramp-up: multilingual teams scaled in weeks, not months





# Egypt Talent Landscape & Recruitment Approach

The candidate journey from attraction to integration.



## Onboarding

Integrate new hires into the organization.



## Job Offer

Extend and negotiate employment offer.



## Hiring Manager Interview

Review technical and role fit.



## Assessments

Evaluate skills through online tests.



## Recruiter Interview

Assess candidate suitability and motivation.



## Screening

Validate profile fit and candidate interest.



## Sourcing

Attract candidates through multiple channels.



## Profiling

Define hiring requirements and job description.

547+

Annual Graduates

3.8M

Students

9+

Languages



cx solutions Egypt

# Operating Model



# Structured Training Model

## Built for Readiness — Not Just Completion

Every agent follows a rigorous, phased program before handling a single live interaction:

1. **Classroom Training** — 2 weeks (10 days, 6 hrs/day): product knowledge, soft skills, systems, and client-specific processes
2. **Nesting Phase (A-Bay)** — 2 to 3 weeks of supervised live interaction with real-time floor support
3. **Certification** — minimum 80% passing score based on client-defined evaluation criteria
4. **Trainer Certification** — all trainers are pre-certified against client standards before delivery begins
5. **Post-Go-Live Coaching** — continuous refreshers, knowledge quizzes, and remedial sessions throughout the employee lifecycle





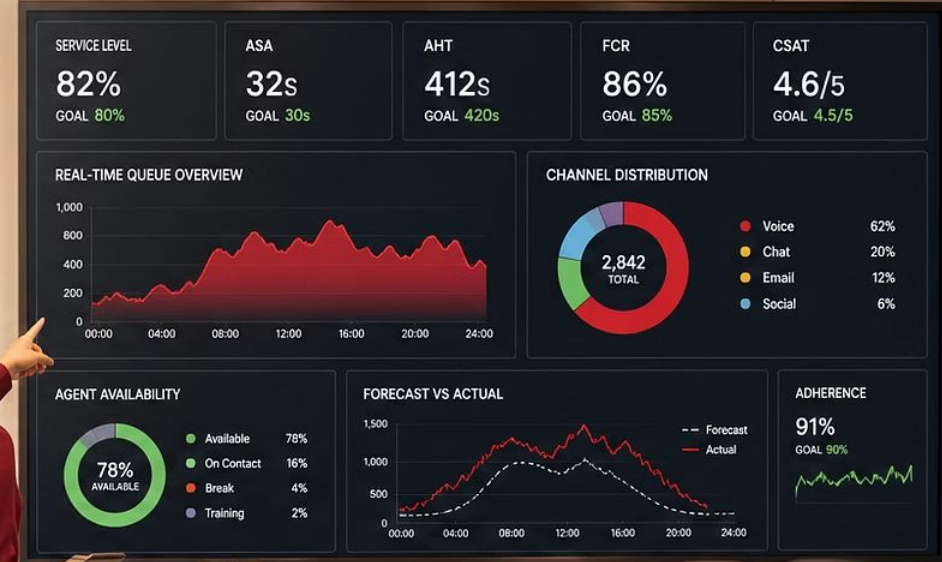
# Workforce Management & Operations

## Precision Planning Meets Real-Time Agility

A dedicated WFM function ensures optimal staffing at every hour of the day, across all channels and volume patterns.

- Intra-day to long-term volume forecasting using trend analysis, moving averages, and seasonality modeling
- Scheduling with shift and break optimization, peak/off-peak differentiation, and leave administration
- Real-time queue monitoring with assisted agent management and Tableau-based performance dashboards
- Core/Flex staffing model with reserve team and cross-pollination to absorb volume spikes
- Shrinkage and buffer management calibrated per location with proactive hiring triggers

Operations adhere to client KPIs including Service Level, ASA, AHT, FCR, and CSAT — monitored and optimized continuously.





# Quality Assurance & Voice of the Customer

## A Multi-Layer QA Framework That Drives Consistent Service

The QA department operates a comprehensive Contact Quality Framework designed to assess agent performance, surface development opportunities, and protect customer satisfaction at every touchpoint.

- Call & chat monitoring with dynamic sample sizes based on agent performance tiers
- D-Sat analysis — 20% of dissatisfied calls reviewed, with direct customer callback for feedback validation
- Long/short call validation to identify root causes and trigger targeted coaching within SLA
- Double-blind calibration sessions ensuring all QA evaluators are aligned and scoring consistently
- Monthly knowledge quizzes targeting the most frequently failed topics and recent process updates
- Service Recovery — proactive outreach to correct misinformation and restore customer confidence
- Dispute management via a shared QA-Operations review link to maintain SLA integrity





# Performance Management, Reward & Recognition

## A Culture of Excellence Backed by Rigorous Tracking

Performance is managed holistically — across agents, supervisors, and processes — through a structured portal that enables real-time visibility and accountability.

- Performance Management Portal with violation tracking, action logging, and productivity dashboards at agent and supervisor level
- Customer-centric KPIs: FCR, CSAT/VOC, Quality scores, and AHT — balanced between care and commercial targets
- Career development pathways, agent scorecards, and structured coaching cycles to sustain engagement and reduce attrition
- Rewards and incentive programs tied to measurable performance milestones, fostering healthy team competition
- Governance model spanning staffing, knowledge management, CRM integration, AI-assisted insights, and continuous improvement loops

The result: a self-reinforcing system where high performance is recognized, underperformance is addressed early, and service quality improves quarter over quarter.





# Proposed Operating Model

## Team Structure

- Tele-sales / Customer Service Agents
- Team Leaders & Quality Analysts
- Trainers & Workforce Management
- Dedicated Account Manager

## Capabilities

- Arabic & English support | Multilingual coverage
- High-volume outbound calling with CRM integration
- Script optimization, conversion rate improvement & continuous coaching
- Real-time performance tracking — revenue per lead, contact & follow-up efficiency





cx solutions Egypt

# Proven Results



# Proven Results at Scale

Performance benchmarked against global telco medians —  
Thailand, Poland, Turkey, Germany, Spain.



**88%**

**First Call  
Resolution**

— vs. 75%  
global median



**20s**

**Average  
Wait Time**

— vs. 39s  
global median



**324s**

**Average  
Handling Time**

— vs. 349s  
global median



**99.3%**

**Digital  
Query Rate**

— contacts resolved  
without a live agent



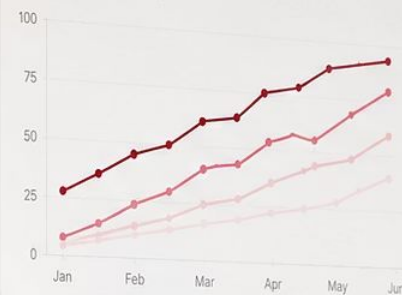
**+50%**

**C-SAT  
Improvement**

— from 57% to 86%  
over engagement  
period

Results independently benchmarked and validated by external  
consultants across a 50M+ subscriber base.

Performance Overview



KPI Summary



Service Quality  
**Excellent**



Customer Satisfaction  
**86%**



Resolution Rate  
**88%**



Digital Adoption  
**High**

Monthly Trend





# Proven Track Record — Why Trust Us

## Award-Winning Telesales Performance

**2022**

### **2022 — e& Partner Recognition Award:**

Top Sales Partner — exceptional  
telesales KPI performance

**2022**

### **2022 — Top Sales Partner Award:**

Etisalat Partner Award Event —  
#1 Telesales performance

**2023**

### **2023 — Top 2 Partners, Sales KPIs vs. ACH:**

Recognised for consistently  
exceeding targets vs. benchmark





# Key Client: Etisalat by e& Egypt

Our flagship client relationship is with Etisalat by e& Egypt — one of the region's leading telecoms operators. e& Global Services has been a cornerstone partner in Etisalat by e& Egypt's Customer Experience transformation, achieving double-digit growth in Customer Satisfaction (C-SAT). This partnership reflects our ability to perform at scale, deliver measurable CX outcomes, and grow alongside a major enterprise client — a track record that benchmarks favorably against the world's largest BPO providers.







# Case Study: Telecom Transformation — 50M+ Subscriber Operator

From fragmented, voice-heavy operations to a world-class digital-first CX model.

## The Challenge

- Customer satisfaction at 57% — no structured improvement framework
- High contact volumes with minimal digital deflection
- Majority of interactions handled by live agents — unsustainable at scale
- No real-time visibility or executive governance model

## The Outcome

- CSAT improved from 57% to 86%
- 99%+ of queries now resolved through digital channels
- Average handling time reduced significantly vs. global median
- #1 TRI\*M customer experience ranking — independently benchmarked

*Client identity withheld. Results independently validated.*



# Next Steps

We would welcome the opportunity to discuss how e& CX Solutions can support your business.



1

## **Current Operational Pain Points —**

Understand your CX challenges and where the biggest cost and quality gaps exist

2

## **Cost Optimization Opportunities —**

Benchmark your current cost-per-contact against regional and global standards

3

## **AI & Automation Quick Wins —**

Identify where automation can reduce volume and improve response times immediately

4

## **Pilot Engagement Options —**

Start with a focused scope — live in 4–8 weeks with zero disruption to existing operations

To arrange a conversation, please contact your e& CX Solutions representative.



# Let's Build Something Exceptional Together

## Your Next-Generation BPO Partner — Starting in Egypt

With over 40 million customers served, multilingual delivery across six languages, AI-driven automation, enterprise cybersecurity, and a talent pool that rivals any global BPO hub, e& Global Services is ready to become the strategic partner that accelerates your growth — at world-class quality and superior value.

- ✓ Schedule a capability deep-dive with our solutions team
- ✓ Request a tailored cost-benefit analysis versus your current provider
- ✓ Pilot a contact center or IT hub engagement within 60 days

Together, we redefine what a world-class BPO partner looks like.







# e& CX Solutions

**Trusted CX, BPO & Digital Transformation Partner Across MENA**

Backed by e& Group. Proven at scale. Ready to mobilize in 4–8 weeks.  
Let's build the CX operation your customers deserve.