

Press Release

RAKBANK enhances customer service with contact centre solution from AI-Futtaim Technologies

Genesys solution will assist in delivering improved service to customers

Dubai, August , 2007: AI-Futtaim Technologies, one of the region's leading systems integrators and a member of the AI-Futtaim Group, today announced that RAKBANK has appointed the company to implement an advanced contact centre solution.

The agreement was signed at the RAKBANK Dubai main branch by Mr. Vishesh Bhatia, Group Director (Electronics, Engineering and Technologies), AI-Futtaim Group and Mr. Graham Honeybill, General Manager, RAKBANK.

The 50 agent inbound Genesys solution will be installed at four state-of-the-art contact centres across the UAE; the main RAKBANK head office in Ras Al Khaimah, the Dubai main branch office in Ramool and two support sites.

Mr. Harvey Klyce, Managing Director, AI-Futtaim Technologies said: "Service organisations such as financial institutions, real estate developers and telecommunications service providers are leading the demand for contact centre solutions across the MENA region. The market is growing at an exponential rate as companies aim to differentiate themselves from their competitors and provide customers with enhanced services and convenience."

"This contract represents a strong endorsement of AI-Futtaim Technologies' capabilities and solutions. The integrated contact centre solution from Genesys

has the ability to create value by building brand awareness, enhancing customer loyalty and generating increased revenues. High value customers will benefit from the delivery of specialised services and up-selling and cross-selling promotions can be tailored according to individual customer profiles,” added Mr. Klyce.

The Genesys Customer Interaction Management Suite captures, routes, reports and analyses voice, email and other communications to ensure that RAKBANK customers are quickly connected to the best available resource. The solution from Al-Futtaim Technologies will improve response times and reduce the amount of time spent resolving customer inquiries by delivering customer information synchronised with the individual phone call.

Mr. Graham Honeybill, General Manager, RAKBANK said the new solution from Al-Futtaim Technologies will optimise each customer interaction offering choice, convenience and an increased service experience to RAKBANK customers.

“The contact centre solution will help us deliver seamless and consistent customer service. The new solution will lead to higher customer satisfaction by improving response time and reducing costs. This will naturally reinforce our market positioning as the number one service provider in the UAE. Al-Futtaim Technologies’ superior product, technical excellence and commitment convinced us they were the right choice for the project and we are delighted to have them as our partner,” commented Mr. Honeybill.

The solution from Al-Futtaim Technologies will help streamline business applications and seamlessly integrate RAKBANK’s back office applications. Through better overall management of call volumes and agent availability, the solution will also enhance customer loyalty.

With customers in over 80 countries, Genesys, an Alcatel-Lucent product is the leading contact centre software in the world. Genesys solutions power 10 of the top 10 largest telecommunication companies; five of the world's six largest financial services companies; eight of the world's 10 largest banks and over 1.25 million agents worldwide use Genesys software.

Al-Futtaim Technologies will commence the project at the end of the month and the contact centre solution will be implemented early next year.

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Note to Editors:

About Al-Futtaim Technologies

Al-Futtaim Technologies, one of the leading regional systems integrators and a member of the Al-Futtaim Group, provides complete business solutions to large, medium and small customers. These include information communication and related technologies including telephony, contact centre solutions, next-generation networks equipment and business applications.

Al-Futtaim Technologies provides a comprehensive range of solutions by working with best-in-class brands such as Toshiba, Alcatel-Lucent and Microsoft Business Solutions amongst others to deliver a full spectrum of business solutions to customers.

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