



## CONTACT CENTRE: DIFFERENTIATION THROUGH PROFITABLE CUSTOMER SERVICE

- Optimizes contact centre operations
- Enables assistance across all communication channels
- Facilitates faster resolution of customer complaints and grievances
- Prioritises valued customers for preferential treatment
- Enables the introduction of new products and services, as well as cross selling and up selling



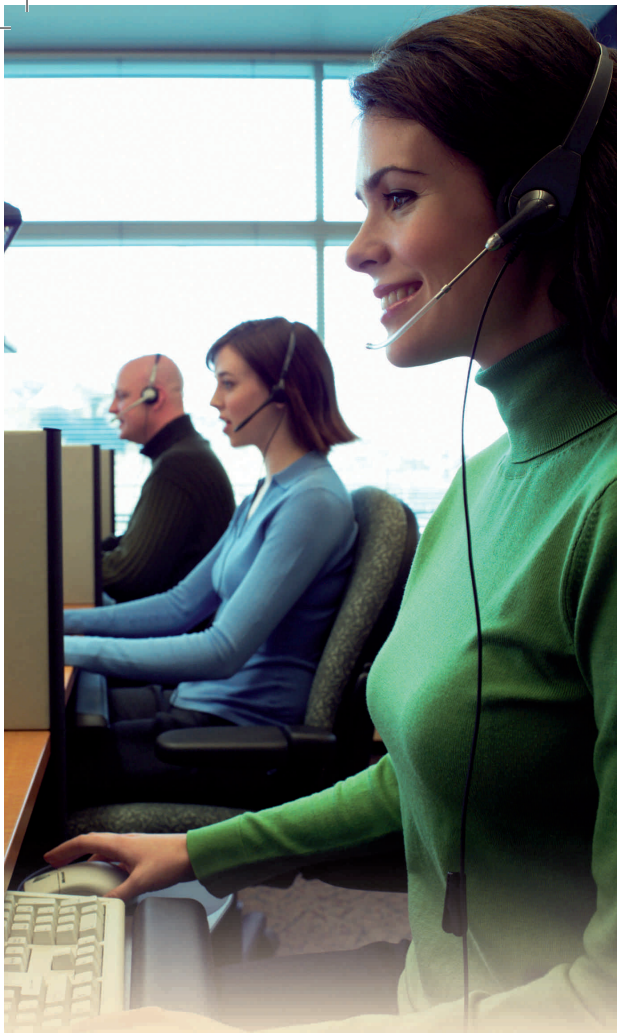
**AI-Futtain  
technologies**

Businesses in a growing economy are continually looking for ways to differentiate themselves and delivering consistent high standards of customer service is integral to this goal. The AI-Futtain Technologies' contact centre solution provides companies with a strategic customer acquisition and retention tool which allows them to set themselves apart from the competition. The solution simultaneously increases employee efficiency through engaging with customers in innovative new ways and facilitates revenue generation through the promotion of value added products and services.

AI-Futtain Technologies, one of the region's leading system integrators, is part of the AI-Futtain Group. With a strong pedigree and respected leadership position, the company, as both system integrator and business solution provider, possesses a highly skilled and professional workforce with many years of combined experience. Working with both SMB and Enterprise customers, AI-Futtain Technologies focuses on understanding customer's business environments and delivering value.

Today, contact centres are increasingly customer focused, where agents not only resolve queries and complaints but are also measured on efficiency and revenue generation. AI-Futtain Technologies' solution increases productivity by automating routine requests, enabling agents to perform value-added functions, such as cross selling of products. A wide variety of channels give companies multiple ways to communicate with their customers; through phone, fax, email, postal mail, web-chat, mobile messaging and the Internet. Not only does AI-Futtain Technologies' solution support all forms of communication, it also incorporates functionalities ranging from simple automatic call distribution to fully featured multimedia services.

With a flexible and user friendly interface, the solution creates new ways to reduce costs and provides additional promotional opportunities for agents. The contact centre solution is adaptable and scalable, easily accommodating a company's changing needs and the transforming what was once a traditional cost centre into a profit centre.



## Solution Offering

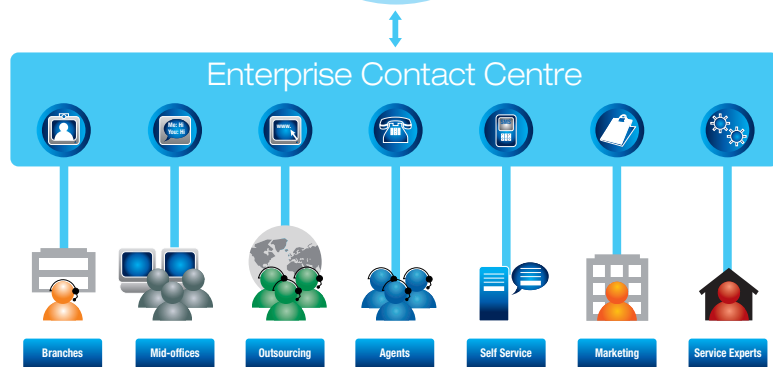
The foundation of any contact centre is an integrated management system that is capable of supporting new innovative services and applications. Al-Futtaim Technologies' portfolio has the breadth and depth to provide required additional components to build a complete and converged contact centre.

Al-Futtaim Technologies' solution serves Enterprise contact centres with 150 to 5,000 seats and functionality including voice self service, assisted service for every channel, flexible integration options and management insight systems. For medium sized operations, the contact centre solution offers full multimedia capabilities and native integration with computer telephony interface (CTI). Smaller contact centres driven by voice interactions are provided with a starter pack of services which manage contact centre capabilities such as supervision and distribution through the call server. This solution can be quickly and easily scaled, and expanded up to enterprise level services.

Inbound callers are offered the option of connecting directly to an agent or to self-serve through a friendly voice prompt system. The phone enquiry module greets callers in the language of their choice and guides them through a series of voice prompts and voice recognition. If the customer selects to speak with an agent directly, the agent immediately views the customer history on his screen through the CTI. An email interface enables agents to review message histories associated with incoming queries and quickly respond to customer emails. A web portal allows customers to access a vast knowledgebase to answer their queries without the need of a human interface. Contact centre managers employ the online reporting dashboard to review agent productivity and effectiveness.

“Al-Futtaim Technologies’ contact centre solution helps us offer a higher level of service to our members. Becoming more accessible enables us to serve our members better and underlines the way we are positioning ourselves in the global market.”

Basab Banerjee - Head of Technologies, Dubai Gold Commodities Exchange



The contact centre solution is supplied with a standard set of business applications to minimise business downtime. Al-Futtaim Technologies has collaborated with leading software vendors to integrate a ‘best in class’ customer relationship management (CRM) suite to offer additional applications. The CRM suite ensures smooth coordination between the contact centre and back office branches and departments to ensure timely responses to customer requests.