



ATHEAR MARKETING SERVICES

C O M P A N Y P R O F I L E

C O M P L E M E N T I N G O N E A N O T H E R

OUTLINE

① OUR STORY

- About Us
- Our team
- AMS Strategy
- AMS DNA

② BUSINESS PROCESS OUTSOURCING

- CX Management Outsourcing
- BPO 360 Outsourcing
- Marketing Services
- CIT Management Services
- Finance & Accounting services

③ SOME OF OUR KEY CLIENTS

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OUR TEAM



TAREK ZIDAN

Chairman and CEO

30 years of experience in ICT and regional operations and startups. Founder & former CEO of **KidZania** Egypt, With a total investments of EGP 180M, and 1,200 employees. Former Managing Director for International Operations at **Raya** Holding .

OUR TEAM



OLA MAHFOUZ

Administration Manager

14 years of experience in the fields of administration management and customer service and support.



MAI SAIF

Marketing Manager

13 years of experience in marketing and business development fields.



AHMED FAROUK

ICT Manager

17 years of experience in IT field



HADEER KHEDR

Human Resources Manager

10 years of experience in Human Resources



AMR ABDEL HAMEED

Business Development Manager

15 years of experience in Projects Management & BPO Services



AHMED FAKHRY

Finance Manager

19 years of experience in the fields of finance and auditing.



ABOUT US

We position ourselves as a young & dynamic company providing innovative solutions tailored carefully to meet modern-days business needs. Your company can now be focused on how to make a good business better, as we leverage that detail-packed layer for you with state-of-the-art technology, performance-driven mentality, and excellent customer experience.

Vision: To be a major company operating multi-sites in different destinations providing value-added Business Process Outsourcing Services.

Mission: Our mission is to delight our customers through the expertise of empowered & enthusiastic employees utilizing the latest technologies.

Values: AMS supports this mission by operating with these corporate values which originally were the reason behind the Athear Brand.



WELCOME

OUR STRATEGY

Our mission is to delight our customers through the expertise of empowered & enthusiastic employees utilizing the latest technologies:

- Focus on clients' businesses & end-user satisfaction.
- Acquire competent & motivated people.
- Streamline processes & continuous improvement of quality management systems.
- Adhere to industry best practices & Cost-effective operations thus maximizing the return.

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CORPORATE DNA



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BPO SCOPE OF SERVICES

- CX Management Outsourcing
- BPO 360 Outsourcing (One-Stop-Shop)
- Marketing Services
- CIT Management Services
- Finance & Accounting Services

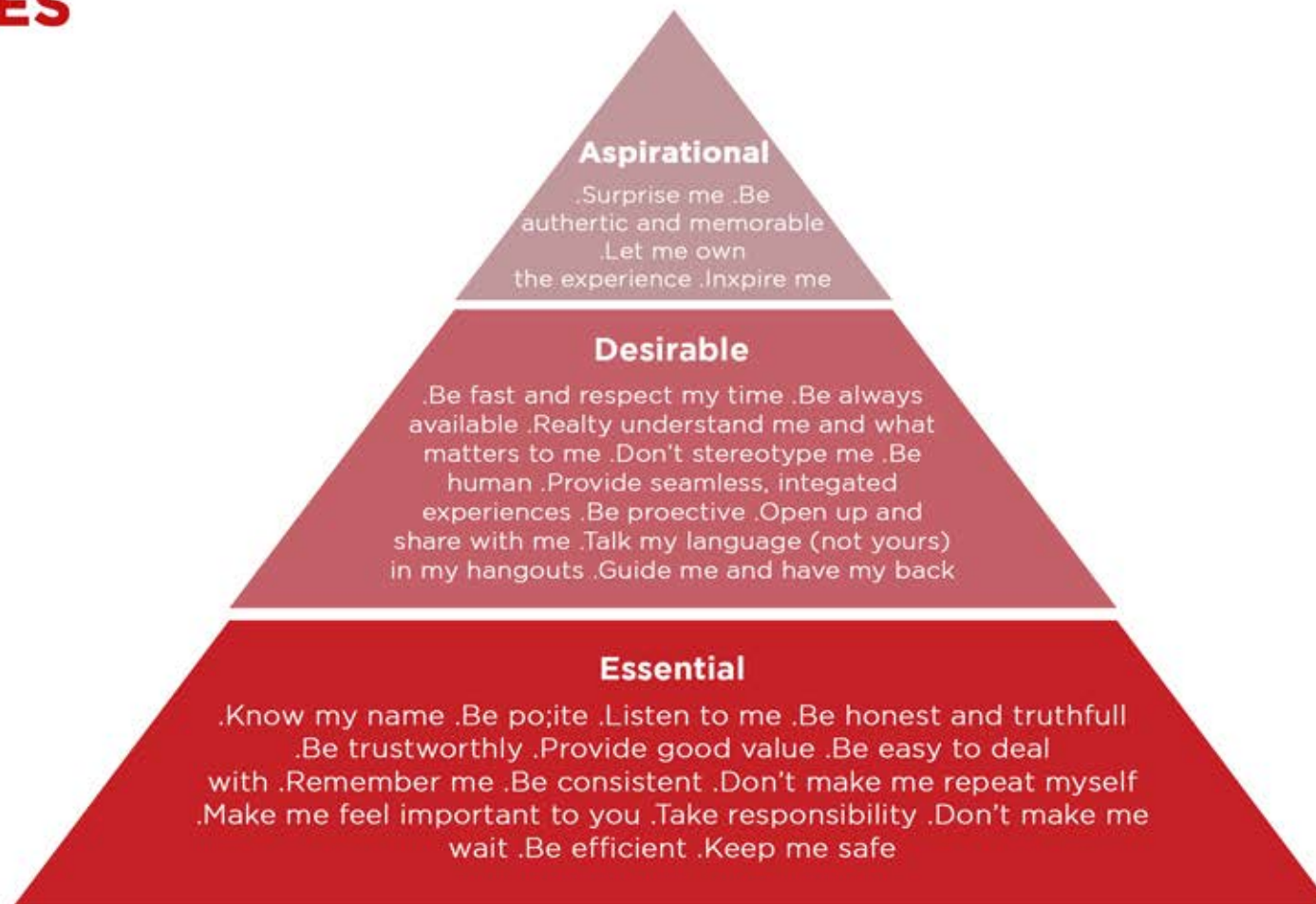
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CX MANAGEMENT OUTSOURCING

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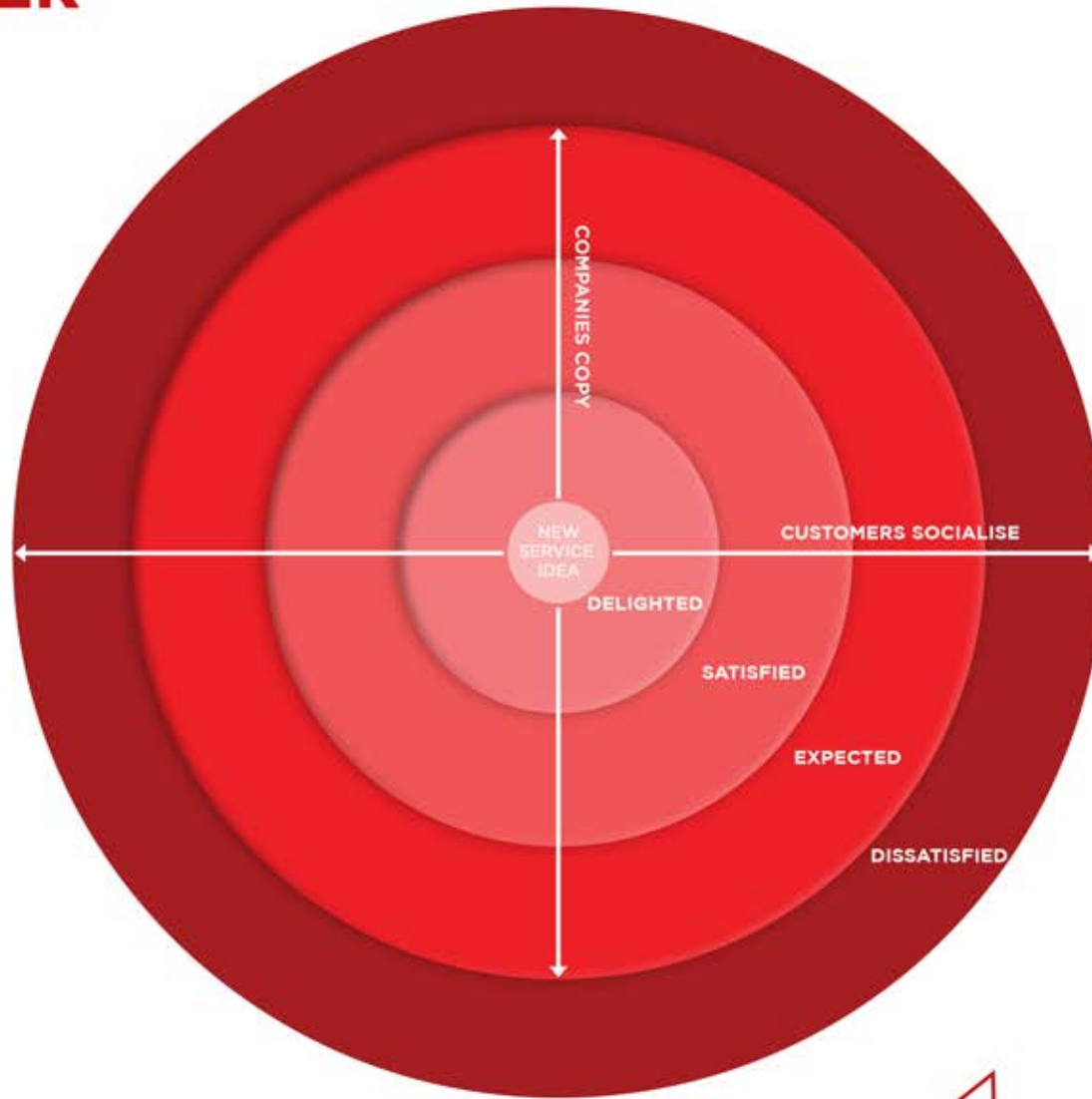
THE EVOLUTION OF CUSTOMER SERVICES



Source: Telesperience 2016

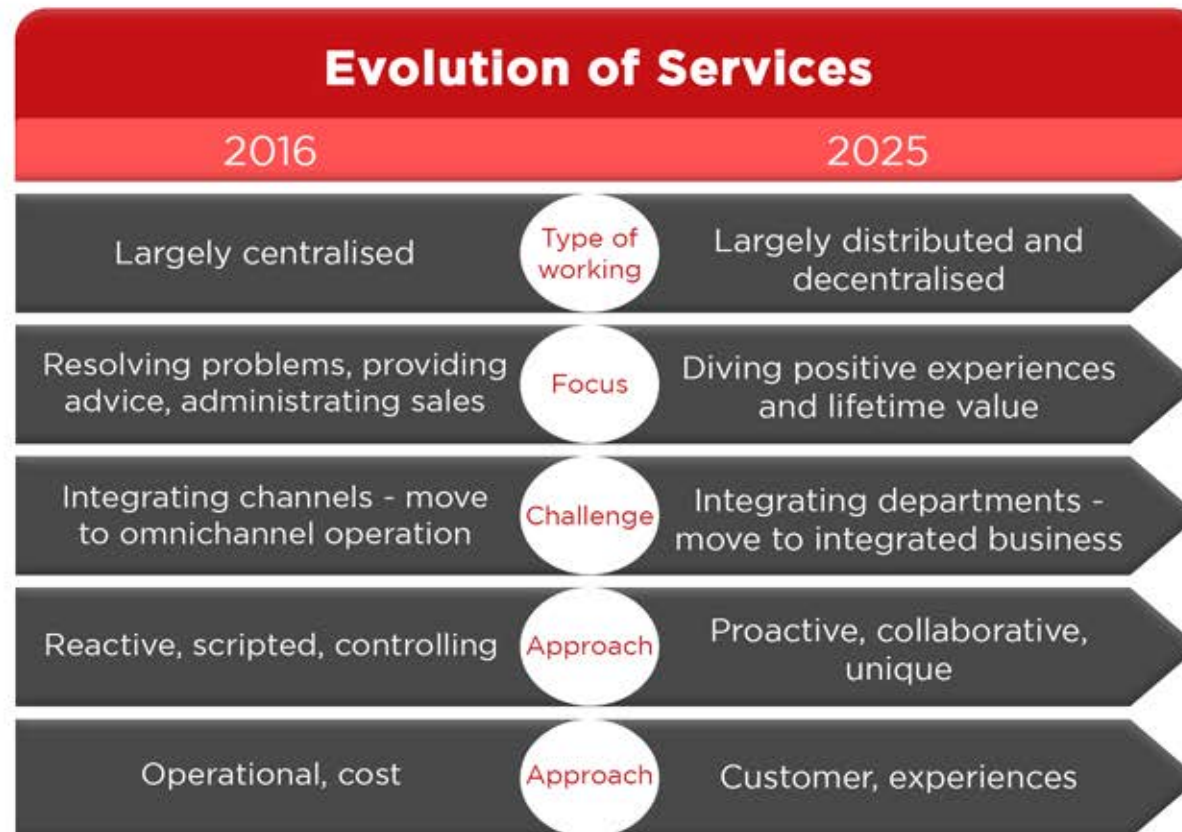
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THE EVOLUTION OF CUSTOMER SERVICES



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THE EVOLUTION OF CUSTOMER SERVICES



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CX MANAGEMENT SERVICES

- Customer Profiling
- Tele-Marketing Campaigns
- Tele-Sales Services (Upselling & Cross-Selling)
- Inbound & Outbound Services
- Direct Response & Lead Generation
- Customer Research & Surveys



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CX MANAGEMENT SERVICES

Mail-Management



Chat



Chatbots & FAQ Center



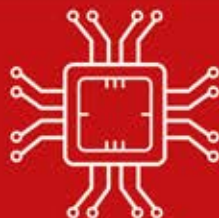
Video & Audio chat



Reporting & Analytics



iQ Dialog Engine



Messenger



Call



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CX MANAGEMENT SERVICES

END-TO-END CX MANAGEMENT SOLUTION

Utilizing digital communication platform use NLP and AI methods to understand, analyse, manage, and automate customer communications coming from several communication channels

AI DIGITAL PLATFORM WITH 3 MODES

- Asynchronous Channels
- Synchronous Channels
- Self-Services

powered by :  **NOVOMIND**

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CX MANAGEMENT SERVICES



NOVOMIND

iAGENT Mail

Digital Asynch channels



NOVOMIND

iAGENT Chat

Live chat synch channels



NOVOMIND

iAGENT Help

Self services bot

powered by :  **NOVOMIND**

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CX MANAGEMENT SERVICES

Omni Channel, Customer Journey, NLP/AI, SLA, Smart Routing, Textual analysis, search engine, CRM integration, VOIP/IVR/VR integration, and blended channels



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REGIONS COVERED TODAY

Covering the entire EMEA region from Egypt:

NEPA



Egypt



GCC



South Africa



Turkey



WECA



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AMS HUMAN CAPITAL

- 200 Agents with 5 active Team Leaders, and Operations Management.
- 12 x 7 Technical CIT Support.
- 8 x 7 Administrative Assistance.

Staffing	Results
Rate of Increase on-demand	5% Monthly
Average Age of Agents	25 Years Old
Gender Mix	50% - 50%
Average Monthly Achievements Per Agent	1100 Calls
Turn-Over Vs no. of Trained Agents	33 Vs. 75 Trained Agents
No of Standby Agents	8 Agents

LANGUAGES SUPPORTED


- Arabic
- English
- French
- Turkish

SME EXISTING DATABASE

Country/Region	SME Accounts
Egypt	8,000
Gulf	30,000
NEPA Emerging Region	35,500
Nigeria	5,000
Saudi Arabia	7,500
South Africa	25,000
Turkey	38,500
WECA Emerging Region	10,800
Total	160,300

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OUTBOUND ACHIEVEMENTS

- Engaging with 200,000+ SME accounts within EMEA region.
- Producing more than 2,000 cold calls on daily basis.
- Proudly working with  Microsoft as our main client in an efficient Pay-for-Performance model conducting different vital projects.



BPO 360° SERVICES

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MANAGED WORKSPACE



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MANAGED WORKSPACE

- Flexible Private & Shared Workspaces
 - Up to 260 hot-seats
- Speedy & Reliable Internet Connectivity
 - 100MB/s secured & redundant internet connectivity (Fiber Optics & Microwave)
 - State-of-Art Infrastructure, Security, and Firewalls
- Fully equipped Meeting Rooms
- Comfortable Business Lounge
- Front-desk Services
- Premier Catering Services
 - Breakfasts, Snacks & Beverages
- Secured Car Parking Spots
- Security Services - 24/7, CCTVs, Access Control

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MANAGED WORKSPACE

Top management can now only be concerned with how to make a good business better, as we leverage that detail-packed layer for you with extra technology, better performance, and absolute responsiveness.



Human Resources

1. Payroll Administration
2. Social Insurance Services
3. Personnel Services
4. Workforce Management
5. Performance Management
6. Learning and Training
7. HR Analytics

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MANAGED WORKSPACE

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Back-Office services

1. Data Entry and DB Development
2. Office Management
3. Logistics & Transportation
4. Travel Services
5. Records Archiving
6. Meetings, conferences & events
7. Presentations Development
8. IT Helpdesk Services
9. CIT Assets Provisioning



MARKETING SERVICES

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MARKETING SERVICES

- Direct Marketing
- Digital Advertising
- Social Media Management
- Content Creation
- Online Store Management

MARKETING
SERVICES

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ICT MANAGEMENT SERVICES

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ICT MANAGEMENT SERVICES

- ICT full Assessment:
 - Human Capital
 - Infrastructure
 - Applications
 - Management & Supervision
- Planning & Budgeting
- Availing the required HC Resources
- Implementing Policies & Procedures
- Developing KPIs & SLAs needed
- Managing & Reporting Progress

ICT MANAGEMENT
SERVICES

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FINANCE & ACCOUNTING SERVICES

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FINANCE & ACCOUNTING SERVICES

Top management can now only be concerned with how to make a good business better, as we leverage that detail-packed layer for you with extra technology, better performance, and absolute responsiveness.

- New Entity Set-up
- Book-keeping
- Payables and Receivables
- Tax Returns Preparation
- Treasury
- Bank Reconciliation
- Financial Reporting
- Financial Planning & Investment Services

FINANCE
& ACCOUNTING
SERVICES

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SOME OF OUR KEY CLIENTS



Tejari®



staron®
Solid Surfaces



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Multi-Trade Building #13, Road 17, Services Zone ,
1st District, 5th Settlement, New Cairo 11835, Egypt



+202 2586 5900



info@athear-investments.com