

**SERVICES
BROCHURE
2024**

**WORLD-CLASS
CUSTOMER EXPERIENCE
TRUSTED PARTNER**



**FIRST-CLASS
CX DOMAIN
EXPERTISE**

www.rayacx.com

CONTENT

Company Overview

About RAYA CX

- History
- Capabilities
- Locations

Our Services

- CX Management Solutions
- Digital Solutions
- ITO Solutions
- Seat Rental Solutions
- HR Outsourcing

Contact us

WE BUILD UNFAILING BRAND LOYALTY FOR OUR BUSINESS PARTNERS

RAYA Customer Experience is a world-class business process outsourcing (BPO) and contact center outsourcing (CCO) service provider offering customer experience management, seat rental solutions, back office and digital services to global clients, including global Fortune 500 companies in Europe, the Middle East, Africa and U.S.A. in 15 different languages.

We provide tangible value to our clients by sharing insights and analysis with proven savings and derived revenue. Our standards rely on providing a distinguished customer experience through quality, process innovation, and exceptional customer satisfaction as well as reduced customer effort. RAYA CX leverages global industry best practices, coupled with local expertise across its delivery locations.

RAYA Customer Experience is an Egyptian joint stock company listed on the Egyptian Stock Exchange (EGX) and traded under the ticker RACC.CA. RAYA CX is Egypt's leading and currently largest Business Process Outsourcing (BPO) provider in terms of number of FTEs (Full-Time Equivalent Employees).

HISTORY

2001

RAYA Contact Center was established with an initial capacity of 200 seats.

2006

RAYA Contact Center acquired a 25% stake in the Call Center Company ("C3"), in order to benefit from C3's international client base. The company moved its operations into a new building, increasing its total capacity to 800 seats.

2008

RAYA Contact Center increased its C3 stake to 85%.

RAYA Contact Center launched a new 700 seats call center facility in the Abasseya district Increased its ownership in C3 to 100%.

2009

Established strategic alliances with international Tier 1 service providers from India & the US.

2010

Launched a new building in Maadi Park with a total potential capacity of 750 seats.

2015

Launched its 1st regional onshore delivery center in "Dubai Outsource City" in the GCC.

RAYA Contact Center was listed on the Egyptian Stock Exchange market.

2016

Launched its 1st European onshore delivery center in Warsaw, Poland. Signed strategic partnership agreement with a major European airlines carrier.

RAYA CUSTOMER EXPERIENCE

FIRST-CLASS CX DOMAIN EXPERTISE

2018

The IPO of RAYA Contact Center doubled Dubai operations and capacities to reach 300 seats. It opened a new 450-seat facility in west Cairo's Palm Strip, a hip suburban community mall. Expanded its capacities in Egypt, by adding more than 1,000 additional seats.

2019

RAYA Contact Center announces incorporating a new mega facility in west Cairo's Smart Village business park with a total potential capacity of 1500+ seats.

2020

RCC rebranded to RAYA CX following an expansion of their digital suite of services.

RAYA CX won the Top 100 Companies award in Egypt.

2021

RAYA CC to RAYA CX grand transformation. RAYA CX won two GCXA '21 Awards for its CX excellence.

RAYA CX is listed among the Top 100 Global Outsourcing Companies. RAYA CX acquired Gulf CX

RAYA CX Establishes a New Company in the U.S.

2022

RAYA CX expands in the GCC by opening a new site in Riyadh, KSA. RAYA CX won the gold award for Digital Transformation strategy at the GCXA' 22.

RAYA CX is COPC certified for 15 consecutive years. RAYA CX is listed in IAOP's Top 100 Global Outsourcing companies.

2023

RAYA CX Recognized by Everest Group as a Star Performer and Major Contender in CXM in EMEA 2023

RAYA CX Wins the Best Innovative Contact Excellence at the 2023 CX Live Awards in Dubai, UAE.

RAYA CX was recognized by Ejtemaat KSA and Saudi CX Association for its impact as CX experts

CAPABILITIES

With over 10K+ seat capacity and 7500+ advisor talent pool, RAYA Customer Experience provides top-notch outsourcing and contact center services by focusing on high-growth industries.

Namely, telecom & media, technology & consumer electronics, healthcare, white goods, banking & insurance, travel & hospitality, automotive, and retail and eCommerce, in the Middle East, Africa, and Europe.



RAYA CUSTOMER EXPERIENCE

FIRST-CLASS CX DOMAIN EXPERTISE

Our operations are well supported through a robust and continuous improvement approach using the best practices in Lean, Innovation, 6-Sigma, problem solving, data analytics as well as world-class standards such as COPC, PCI, GDPR, and ISO. RAYA CX focuses on driving value in every customer interaction across all

communication platforms. Our customer experience management services provide tangible value to our clients. By offering 14 strategically located delivery sites in Egypt, UAE, Poland, KSA, Bahrain and USA, sharing insights and analytics to support illustrated savings and additional derived revenue is effortless.



16M
TRANSACTIONS
/MONTH



10K+
SEAT
CAPACITY



20+
YEARS EXPERIENCE
IN EMEA



15+
LANGUAGES



14
DELIVERY
SITES



”With a background in providing both digital and voice-based interactions, RAYA CX has cultivated a series of clients throughout the region, across both mature and emerging verticals”

— Peter Ryan
Ryan strategic advisory

LOCATIONS

RAYA CUSTOMER EXPERIENCE

U.S.A.

DELAWARE, USA

EUROPE

WARSAW, POLAND

AFRICA

CAIRO & HURGHADA, EGYPT

GULF

UAE, KSA, & BAHRAIN

14 state-of-the-art delivery sites across EMEA



15+
LANGUAGES
SUPPORTED

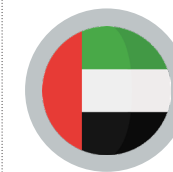
**WE HAVE THE ABILITY TO PROVIDE
MULTILINGUAL RESOURCES**



AFRICA

CAIRO & HURGHADA, EGYPT

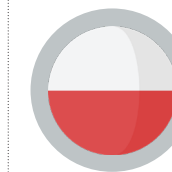
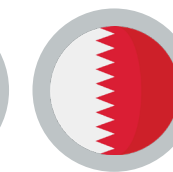
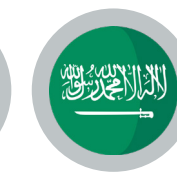
- Arabic
- English
- Swahili/Hindi
- French
- German
- Spanish
- Italian



GULF

UAE, KSA, & BAHRAIN

- Arabic
- English
- Hindi
- Urdu



EUROPE

WARSAW, POLAND

- English
- French
- German
- Spanish
- Italian

OUR SERVICES

Providing outsourced customer and technical support in 15+ languages. Award-winning service from 14 advanced locations, across 4 continents.

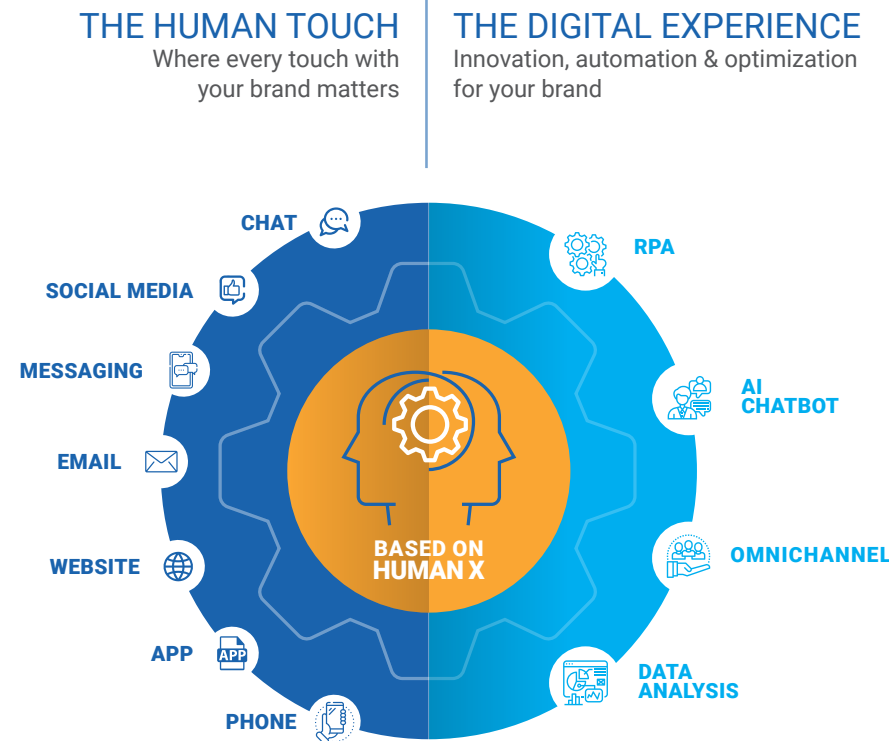
We are committed to providing customers with the most intuitive, thoughtful, and thorough experience possible. After all, exceptional performance in this area is an essential requirement in the 21st-century marketplace.

We combine advanced technology with a human touch, for the optimum CX.

At RAYA Customer Experience, we know that you cannot have great CX without great people.

That's why we carefully select all of our CX agents, before providing them with meticulous training (and re-training). Our specialist agents are proud to be the stewards representing your brand. They provide you with that final important piece in your company's puzzle. The final factor that it needs to scale at an incredible rate.

The combination of these factors enables us to create digitally-enabled, omnichannel customer experiences of an unparalleled standard.



CX MANAGEMENT SOLUTIONS

Technology has driven companies and nations to evolve and digitally transform. And we've evolved too.

RAYA CX is digitally transforming to give customers the best experience possible. We're there at every touchpoint, whether phone, webchat, email, social media, live chat, chatbot, WhatsApp, or any digital channel.

Whatever the current or future channels, we'll be there to serve your customers because we're constantly advancing and evolving. Meet your customers where they are and exceed their expectations.

DIGITALLY TRANSFORMING WITH YOU AND FOR YOU

REIMAGINE YOUR CX WITH OUR AWARD-WINNING OUTSOURCING SERVICES



DIGITAL SOLUTIONS

For Enhanced Customer Experience (CX)

Fulfill customers' needs by combining our core services with the industry-leading digital tools.

Our focus is on three key principles: creating smarter yet personal experiences, increasing loyalty and driving growth.



ROBOTIC PROCESS AUTOMATION (RPA)

RPA is an extremely helpful tool when up-scaling customer experience. In recent years, RPA has become a big industry player for companies who are wanting to automate services with the following traits.

- Highly manual
- Prone to human error
- Rule-based
- Low exception rate
- Standard readable input
- Mature and stable
- High volume & repetition



DATA ANALYTICS

It is a process of inspecting, cleansing, transforming, and modeling data to discover useful information, informing conclusions, and supporting decision-making.

- Integrated Quality Assurance
- Deep analytics
- CX Insights (NPS, FCR, CES)



AI CHATBOTS

Chatbot usage has been on the rise for the better part of a decade. They are most commonly used in customer support (taking or returning orders, etc.) and recruitment services (responding to FAQs from applicants).

Although they can't yet handle complicated queries, they are still a great way to improve your key business functions.



OMNICHANNEL

Whatever assistance your customer may require, you must fulfill all of their needs to their complete satisfaction. This top quality of customer service means being on-hand to provide help around the clock through numerous contact points. That's why we have developed the following specialist omnichannel mediums:

- Voice
- Email
- Tickets
- Chatbots
- Live Chat
- Co-browsing
- SMS
- Social Media
- Knowledgebase

OUR AWARD-WINNING SOLUTIONS

Transform how you connect
with your customers with our
award-winning solutions.

RCXCONNECT

Seamlessly connect with your customers
at every touchpoint through our
omnichannel platform.

RCXPULSE

Know all you need to know about your
customers through our advanced
analytics and AI.

RCXBOT

Meet RAY our conversational AI chatbot
that helps customers with whatever they
need and helps you drive growth.

CREATING CUSTOMER EXPERIENCES THAT BUILD
LOYALTY AND TRUST

OUR TECH PARTNERS

INTEGRATE WITH EASE!

Whether it's yours, ours, or a 3rd party – we use the best customer service tools on the
market, analyze performance and offer actionable strategies and optimizations.

With over 20 years of experience in building and integrating our services into multiple
platforms, our solutions combine responsiveness with efficiency.



ITO SOLUTIONS

**OUR IT EXPERTS PROVIDE
EXCEPTIONAL SERVICE FOR ALL
YOUR TECH NEEDS**

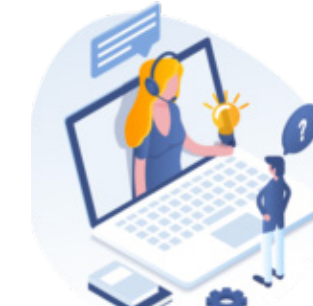
ITO is all about outsourcing your IT services. It covers everything from basic technical support to more complex issues like managing your tech infrastructure. It's like having a team of IT experts by your side, taking care of all your tech needs.

We offer an encompassing range of offerings that extend from basic technical support services to intricate levels of technical support and infrastructure outsourcing.



INFRASTRUCTURE OUTSOURCING

- Cloud Solutions
- Telco Infrastructure
- Voice & Technology components include IP telephony, recording, and IVR usage.
- Omnichannel solutions
- Predictive Dialer Solutions
- QMS & WFM Tools



TECHNICAL SUPPORT SERVICES

- IT Help Desk / Services Desk Technical Support Lines
- Knowledge-base
- 3rd lines of support integration
- Incident Management
- K-base Management
- Tickets Management

SOCIAL MEDIA SOLUTIONS



BUILD ROBUST CX

Your brand can listen attentively to your customers on social media throughout all of your channels to craft the suitable CX journey they need.



BUILD A REPUTABLE BRAND

Increase traffic and engagement through connecting with your audiences on a whole new level of trust and reliability.



CREATE BRAND ADVOCATES

Build an emotional bond with your customers to turn them into your loyal brand advocates.



MORE LEADS

Effective leads are the ones that turn into profitable conversions and make your ROI shine.

Unleash the power of your social media and blend it into your omnichannel strategy.

SOCIAL MEDIA MANAGEMENT

ONE-STOP SOLUTION

Offering assessment, recruitment, tool setup, and training services.

AUTOMATED WORKFLOWS

That track customer interactions and ensure consistency through high-end technology, like chatbots, to provide state-of-the-art customer experiences.

SCALABLE

With seamless integration into an omnichannel strategy.

UNIVERSAL AND DIVERSIFIED TECH-SOLUTION

That can support various markets, languages, and the leading social media platforms worldwide.

EFFECTUAL DASHBOARDS

Measuring KPIs to monitor and work on enhancing teams' performance.

ONE SYSTEM

To interact with customers and clients

SEAT RENTAL SOLUTIONS

Hosting your contact center/BPO operations will no longer be a challenge. RAYA Customer Experience can be your hosting partner by providing the needed center facility and infrastructure for your resource usage.

We host your operations in our state-of-the-art facilities and provide a span of value-added services including, but not limited to, data center outsourcing and colocation services, staff transportation, voice, and technology outsourcing that can help you perform better within your daily operations. Our voice & technology components include IP telephony, recording, IVR usage, and CRM application customization and usage.





HUMAN RESOURCES OUTSOURCING

RAYA Customer Experience is your HR outsourcing solutions partner. Our partnership will be an ongoing value-added investment for all of your contact center's HR activities.

Our HR outsourced solutions include market scanning for the needed profile, customized examinations & tests, selection & hiring, payroll processing, compensation & benefits management, and attrition management. We add value to your business with extensive experience in handling mega HR outsourcing projects in Egypt, UAE, and Poland.



**FIRST-CLASS
CX DOMAIN
EXPERTISE**

EGYPT

HEADQUARTERS

7A Abdullah Al Arian St.
Al Motamayez District, 6th of October,
Giza Governorate, Egypt

UAE

DUBAI

The One Tower, Sheik Zayed
Road, Barsha Heights,
Dubai, UAE

POLAND

WARSAW

Atlas Tower, Al.
Jerozolimskie 123a, 02-017
Warsaw, Poland

SAUDI ARABIA

RIYADH

3rd Akaria Mall, 8th floor
Olaya Street,
Riyadh, KSA 12244

AI-KHOBAR

Shoaibi Building, Prince Thamer
Street, Al-Khobar Al Shamalia,
Khobar, KSA 34428

BAHRAIN

MANAMA

1st Floor, Millenium Tower, King
Mohammed VI Avenue, Al-Seef
Manama, Bahrain

RAYA Customer Experience provides next-generation BPO and customer experience management on behalf of clients across various verticals. RAYA CX has been the customer experience partner and global services provider for Fortune 500 companies in North America, Europe, the Middle East, and Africa since 2001. Delivering from the most competitive and highly skilled labor markets, RAYA CX provides an array of integrated business process outsourcing solutions supported by robust strategies, continuous improvement, and innovation.

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