



Taking care of your Customer Relationship

NAOS Marketing

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NAOS Marketing aims to become THE reference point for **quality** in Egypt and in the MENA region to assist companies to:

- ✓ Develop new markets
- ✓ Manage customer relationship and customer experience.

To achieve this, NAOS Marketing **missions** are to:

- ✓ Provide clients with **adapted, scalable, multichannel solutions**, combining European quality with offshore prices
- ✓ Participate in the **development of companies** by providing strategic sales, marketing and export consulting, trainings and marketing solutions
- ✓ Propose comprehensive and well thought-out solutions for the management of an **outsourced customer relationship** through a contact center that respects and promotes the highest standards of quality and social responsibility.

Our values

Quality, quality and always **quality**

Customer centricity

Honesty and **transparency**

Innovation

Empowerment of **teams**

Agility, flexibility

Our clients

Our clients are essentially based in **Europe** and in **Middle-East**. We are orienting our development towards **Africa** and **North American** markets.

Our clients are operating in sectors such as banking, telecommunication, TV operators, health, distribution, education, etc.

*An optimized relationship with your customers...
... all along their experience with your brand*

“

In 5 years of existence, the company specialized in business development with about 10 staff members, became a successful company in the field of customer relationship. Proving this success, NAOS Marketing counts with around 1000 staff members in 2013.



NAOS Marketing is strongly attached to the vision of the job which puts **the client at the center of all considerations and introduces excellence in all activities**. Demanding operational processes allow us to be proud of our quality evaluated by our clients (99,5% of monitored calls during the last semester of 2012). NAOS Marketing is now a multichannel contact center, integrating outbound and inbound calls, websites management, moderation of social network...

Each client is very important to NAOS Marketing and we always propose adapted and scalable solutions. Our reactivity and pro-activity allow us to be a real partner for our clients.

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Nadine Barbier, CEO

Solutions

allowing you to focus on your core business

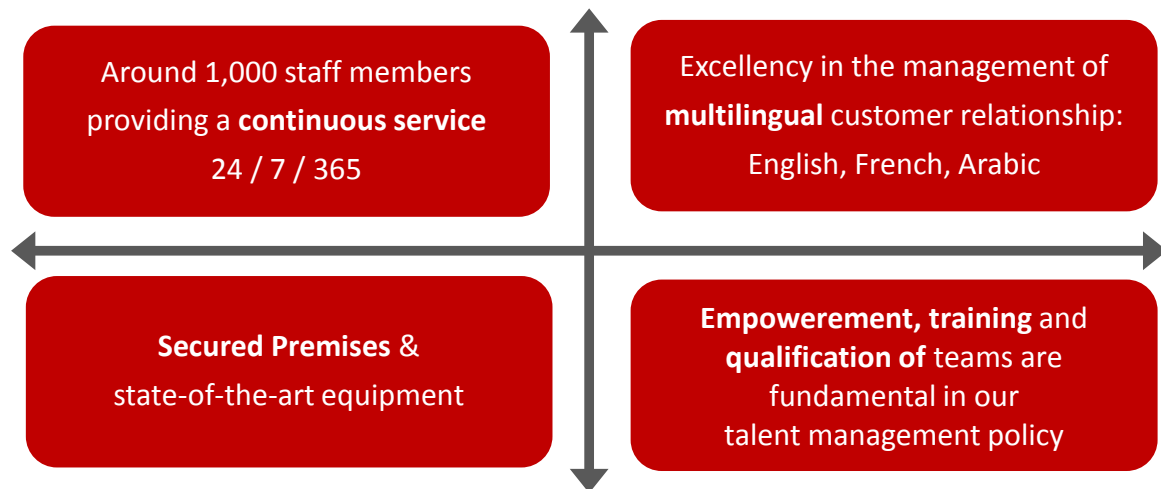


Multichannel Customer Relationship

To manage **inbound** and **outbound contacts** with your customers, NAOS Marketing tailors solutions adapted to your needs.

- ✓ Receive your clients' **ordering**
- ✓ Answer questions through the **customer service**
- ✓ Process your clients' **claims**
(by mail, phone call, SMS, chat, social media)
- ✓ Assist technically through a **hotline**
- ✓ Manage **forums** and presence on **social media**.

An efficient **contact center**



Solutions

to gain in commercial & marketing effectiveness



Telemarketing & Telesales

Smart solutions to boost your sales forces, to conquer new clients and to develop your customer portfolio.

- ✓ Identify and segment your customers
- ✓ Collect and qualify data for commercial use
- ✓ Take efficient and qualified appointments
- ✓ Enrich and update your B2B and B2C databases.

Recruitment & Trainings

Build capacity and develop talents among your personnel in contact centers and in points of sales.

- ✓ Selection, recruitment
- ✓ Trainings in marketing, sales and negotiation
- ✓ Insourcing, outsourcing.



Consulting & Market studies

Know your markets and clients better and adapt your processes.

- ✓ Consulting in business development, export, marketing and digital marketing
- ✓ Audit, strategy and action plans
- ✓ Marketing studies, quantitative et qualitative.

A team involved in respecting fundamental commitments

For every mission entrusted to NAOS Marketing, the company commits to:

- ✓ European rigor and quality at offshore prices
- ✓ **Quality** is monitored by the most demanding international standards
- ✓ Client **satisfaction** is a daily commitment
- ✓ Professionalism. NAOS Marketing ensures **transparency** in processes and optimized results.
What is promised is delivered.



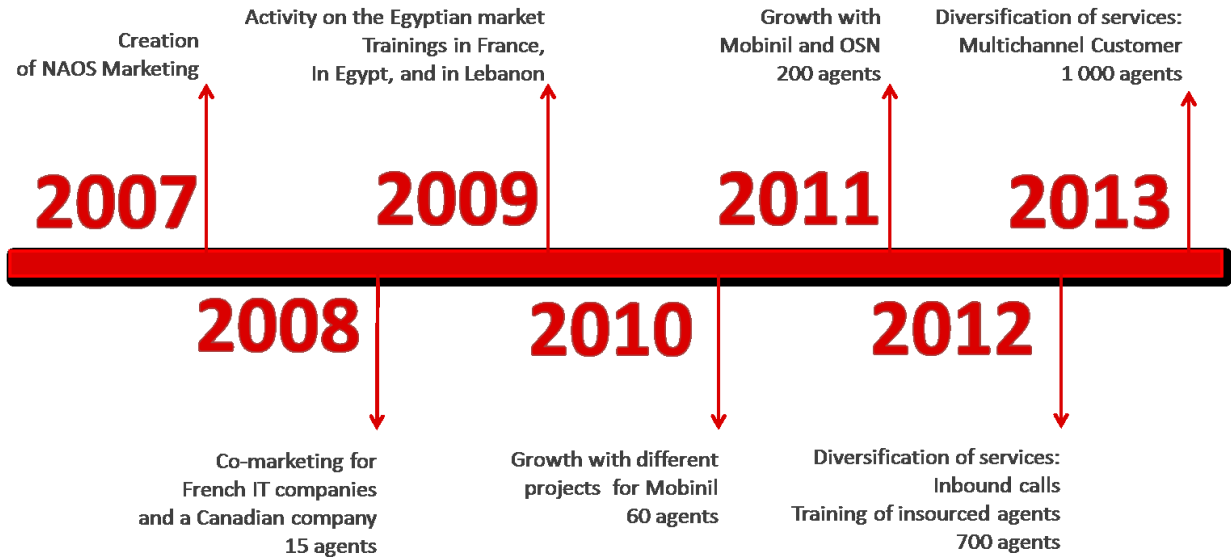
Commitments that are recognized and awarded

In 5 years, NAOS Marketing has grown annually by 2 figures on average.

Nadine Barbier was awarded the Trophy for the 2013 French Entrepreneur Abroad of the French Ministry of Foreign Affairs.

In August 2013, Nadine Barbier has been designated as Ambassador of the Breton Economic Diaspora.

History of **NAOS** Marketing



EGYPT to outsource your operations

- ✓ Gateway to both Arab and African World, fast growing markets
- ✓ **Multilinguism** deeply culturally rooted with very low accent
- ✓ Competitive cost of operations
- ✓ Largest **BPO-ITO hub** in Middle East
- ✓ Time zone proximity with Europe, only 1h difference max (GMT+2)



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