IBM MobileFirst for iOS app to transform customer experience at Etisalat Misr

Leading Egyptian telecom taps IBM to digitize its technical support process

Cairo, Egypt and Armonk, N.Y. - 22 Feb 2016: IBM (NYSE: IBM) today announced that Etisalat Misr, a subsidiary of Emirati Etisalat Group and one of the leading mobile providers in Egypt, selected the IBM MobileFirst for iOS Expert Tech app to transform how its remote site support technicians deliver services to customers.

With the IBM MobileFirst for iOS Expert Tech app technicians can easily retrieve and share contextual information to quickly identify and resolve customer technical issues. (Credit: IBM)

Etisalat Misr provides a full range of voice and data services to its subscribers in Egypt, including telecom services to Egypt's largest enterprises. Etisalat Misr employs support technicians, who travel to its store locations, assisting customers with mobile products, including troubleshooting network and hardware issues and facilitating sales. The company is opening new store locations to support its growing subscriber base, raising the need to optimize how remote technical staff address in-store technical obstacles that impact the overall experience of Etisalat Misr customers. With IBM MobileFirst for iOS Expert Tech app for iPad, the telecom will enable support technicians to instantly connect to expertise and relevant data with an intuitive mobile experience, resulting in increased productivity and improved business services.

"As we continuously work to enhance our customer experience, we wanted a technology partner who could support us over the next phase of our hyper growth," said Khalid AlMansouri, CIO at Etisalat Misr.

Using Expert Tech on iPad, Etisalat Misr technicians will receive assigned work orders with analytics-based insight into priority jobs to better prepare for store visits. And technicians can easily retrieve and share contextual information to quickly identify and resolve customer technical issues. The app, made exclusively for iOS, provides mobile access to the latest equipment manuals, technical issues data, job history, location services for job route optimization as well as the ability to collaborate via video with other experts. Through this engaging app, customers can also submit feedback at the time of service, a survey process previously managed through mail.

"IBM MobileFirst for iOS apps will maximize how our field staff engages with customers in-store, empowering them to quickly and cost-effectively address technical issues and respond to customer needs," said Khalid AlKaf, Director of Operations & Infrastructure at Etisalat Misr.

Etisalat Misr anticipates the new apps will reduce service costs by 10-15 percent as well as enhance planning and problem resolution by 20 percent for its rapidly growing network of stores.

"Apple and IBM are elevating the performance of business professionals by combining IBM's industry expertise with Apple's renowned mobile user experience and product design," said Bob Fox, global telecommunications

industry leader, IBM. "We see the transformative power of equipping professionals with the full expertise of their company to simplify work processes, lift performance levels and better serve customers."

IBM MobileFirst for iOS apps are delivered in a secure environment, and linked to core enterprise processes that leverage next-gen iOS technologies. The apps can be customized for any organization and easily deployed, managed and upgraded via cloud services from IBM specifically for iOS devices.

For more information regarding IBM MobileFirst for iOS apps and services please visit www.ibm.com/mobilefirst/us/en/mobilefirst-for-ios.html or www.apple.com/business/mobile-enterprise-apps/.

About Etisalat Misr:

For more information about Etisalat Misr, please visit: http://www.etisalat.eg/etisalat/portal/home_en?gclid=CKftiNHA6soCFQuNGwodofcCvQ.

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