



# Xperience the Future of Customer Engagement

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BOTSWANA • BURKINA FASO • ETHIOPIA • GHANA • LIBERIA • MALAWI • NIGER • RWANDA  
TANZANIA • UGANDA • ZAMBIA





Elevating  
Customer  
Engagement -  
**Transformative  
Solutions for  
Unforgettable  
Xperiences**



# Table of Contents

<b>Why should you invest in CX?</b>	04
<b>About iSON Xperiences</b>	05
<b>Our Service Offerings</b>	06
<b>Our End-to-End Customer Lifecycle Management</b>	06
<b>Integration across Touchpoints</b>	07
<b>The Changing Customer Experience Landscape - The Power of Digital CX</b>	07
<b>Omnichannel Solution Offerings</b>	08
<b>Industries We Serve</b>	08
<b>Our Global Clientele</b>	09
<b>Proven Track Record</b>	09
<b>Unlock Your Global Potential - Offshoring Solutions for Business Success</b>	10
<b>Leading the way. Awards and Accolades</b>	12
<b>Our Commitment to Diversity, Equity, and Inclusion (DEI)</b>	13
<b>iSON Xperiences' Environmental, Social, and Governance (ESG) Commitment</b>	13
<b>Our People: Empowering Lives, Building Careers</b>	14



# Why should you **invest in CX?**

**Customer experience (CX) can be a critical differentiator and transformation catalyst.**

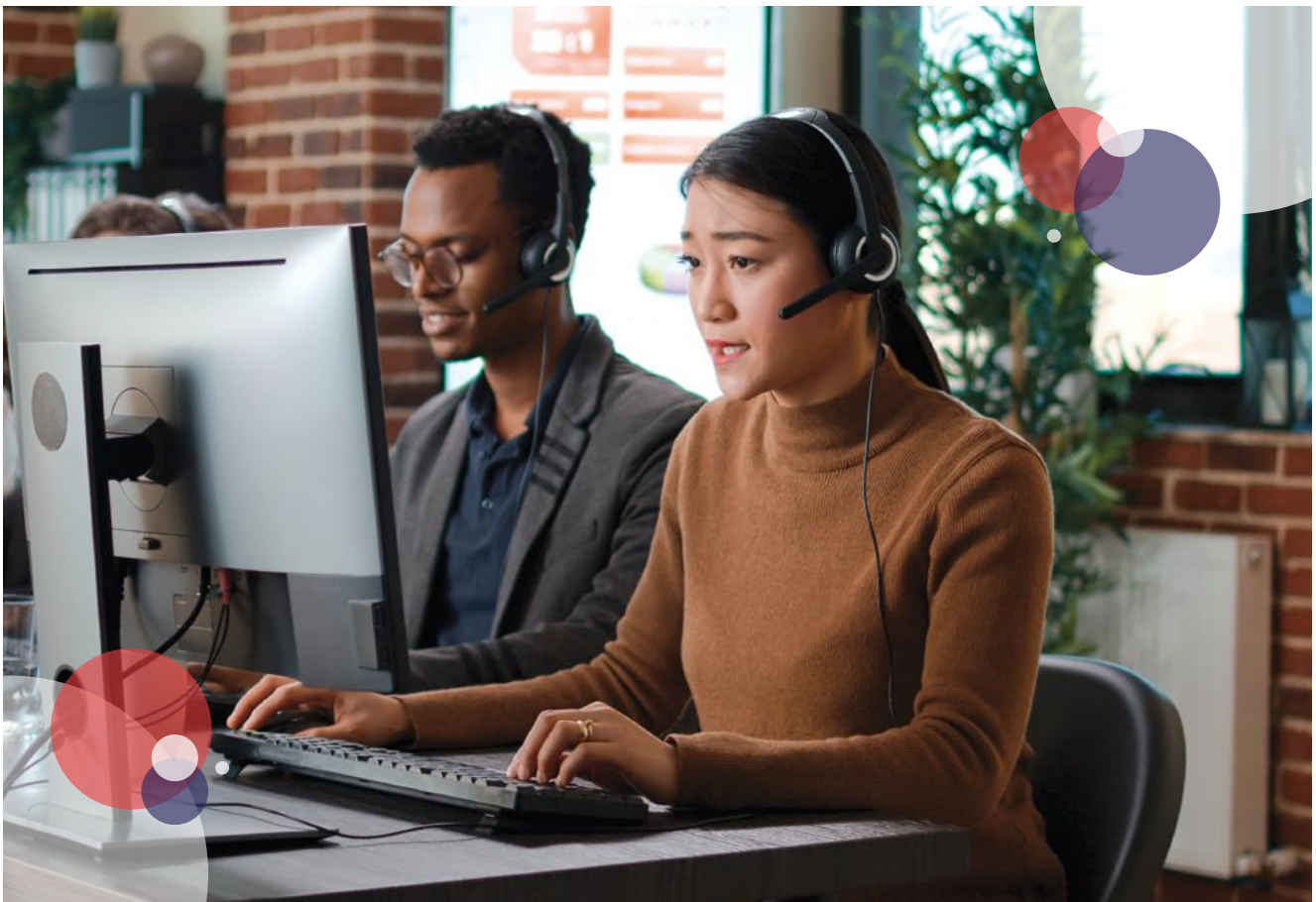
Investing in CX not only helps businesses retain customers and increase revenue but also improves the financial health of the company, paving the way for better employee engagement and a happier workplace. It has evolved from being a luxury to becoming a necessity in today's competitive market.

Every business strives to exceed customers' expectations in order to retain them as long-term loyalists, as this is the most effective way to boost business revenue. Satisfied customers play a crucial role in advertising your business through positive word

of mouth and online reviews.

By creating value across all channels and leveraging every customer touchpoint, you can effectively retain and grow your customer base while fostering loyalty towards your brand.

At iSON Xperiences, we take pride in delivering seamless CX that delights your customers and transforms them into happy and influential brand ambassadors. Our data-driven solutions are designed to provide noteworthy customer experiences, completely transforming the outsourcing journey from a basic contact centre to an exceptional experience centre.



**No matter what your goal is, whether it is to build brand affinity, reduce handle time, boost customer retention, improve performance management, deploy advanced technology or to improve operations to add to the customer experience, iSON Xperiences is here to partner with you on your journey.**

# About iSON Xperiences

At iSON Xperiences we orchestrate exceptional customer experiences through our digitally-led and data-driven approach, redefining the standard for enterprise solutions. As a leading Customer Experience solution provider, we seamlessly blend technology, insights, and innovation to create transformative journeys that captivate and delight.

Our expertise, flexibility and agility empowers businesses to navigate the dynamic digital landscape, building meaningful connections with customers at every touchpoint.

For the past decade, we have been accelerating business results and managing customer interactions for some of the world's leading brands, as well as start-ups and mid-sized businesses – helping to redefine the way people connect with these enterprises and offering them affordable solutions to meet their ever-changing needs.

Be it onshore, offshore, nearshore, or remote working, we provide modern omnichannel technologies, people, processes, and infrastructures that build value across every customer interaction, on all channels.

Whether organisations need help scaling up their workforce, daily business operations or managing special campaigns, debt collection solutions, we combine technology with proven approaches to ensure successful outcomes. Our services are designed to support an entire business – to enable business agility and growth, encourage increased productivity and produce leading returns.

It is this unwavering focus on service excellence that has seen iSON Xperiences grow from humble beginnings in a single call centre in Africa, to enjoy a presence in 19 countries.



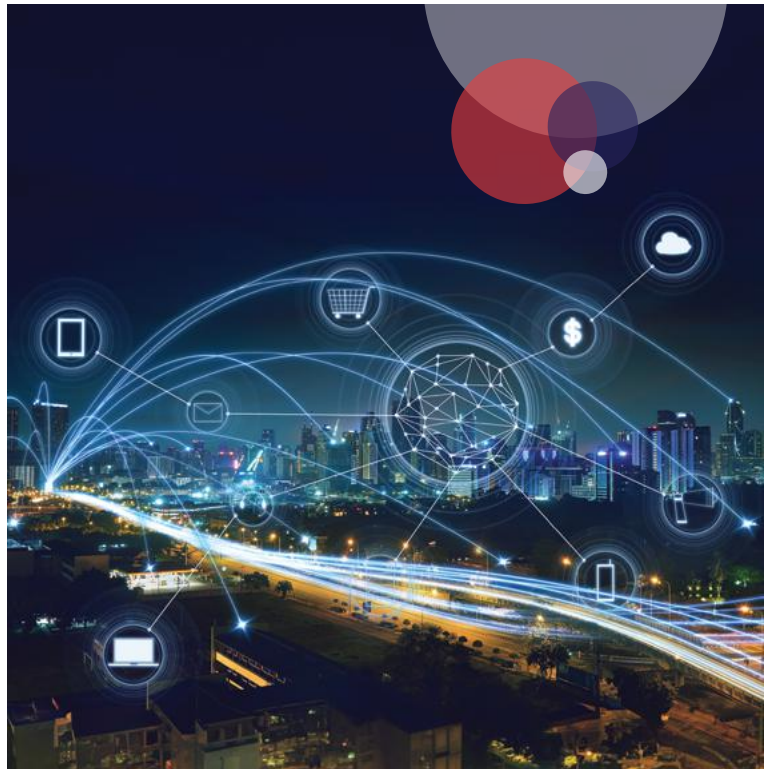
## Overall Global Presence



# The Changing Customer Experience Landscape: **The Power of Digital CX**

Digital CX has revolutionized how businesses engage with their customers. Customers have gained greater control and convenience, with the ability to engage with businesses anytime, anywhere. Artificial Intelligence (AI) and Automation have enabled personalized interactions and streamlined processes, enhancing efficiency and reducing response times. Real-time Data and Analytics provide actionable insights, enabling businesses to make data-driven decisions and continuously improve customer experiences.

At iSON Xperiences we specialize in helping businesses navigate the digital landscape and deliver exceptional customer experiences. Our team of experts understands the intricacies of Digital CX and can tailor strategies to meet your unique business goals and forge stronger connections with your customers. Contact us today to learn more about our Digital CX solutions and how we can transform your customer experience landscape.



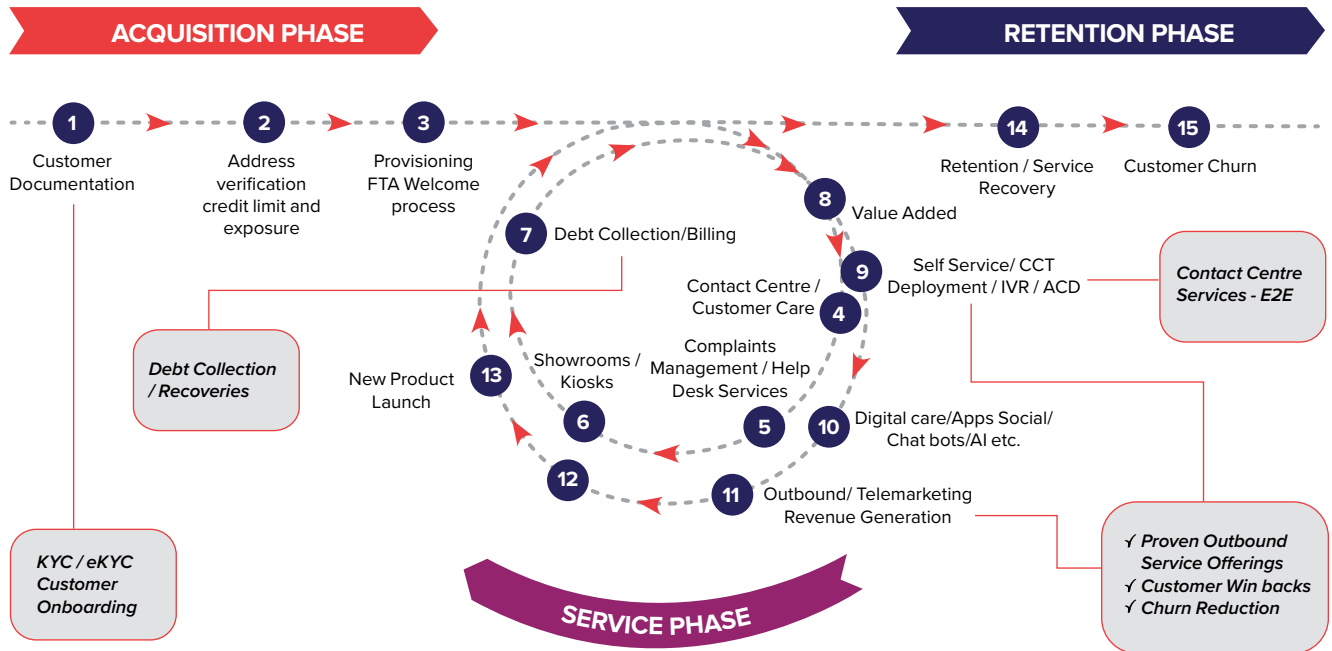
## Our **Service Offerings**

We enable organisations to achieve cost optimisation through the best processes and operations efficiency.

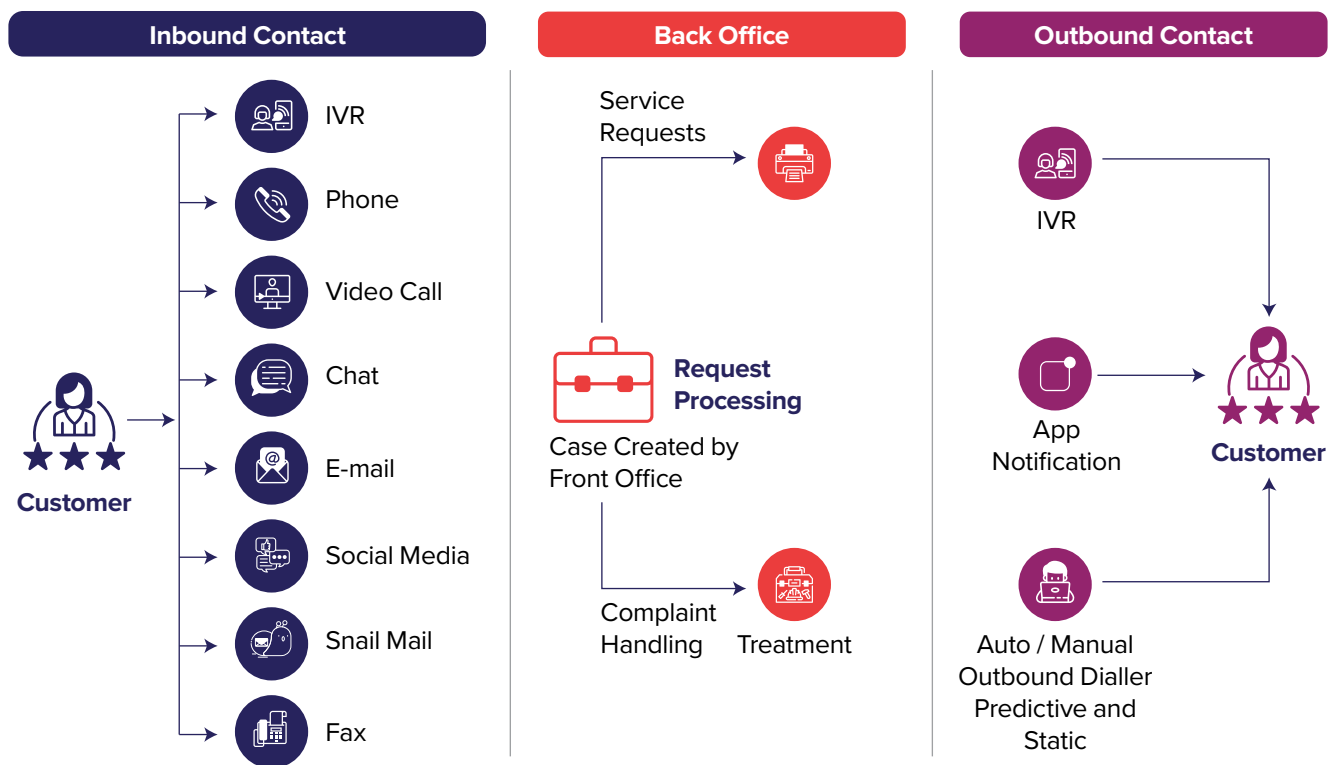
CUSTOMER EXPERIENCE	BACK OFFICE TRANSACTIONS	OUTBOUND EXPERIENCE	SET UP CAPABILITIES	DIGITAL TRANSFORMATION
Inbound Customer Care	Renewals & Win backs	Credit Card Sales	Smart-Shoring	Intelligent Automation: WFM & Reporting
Sales	Email Grievance care	Insurance Sales	Green Field Set Up	Digital Platforms: L&D & Quality
Social Media	Web & App Integrated sales and call backs	Chat Grievance Care	Work-at-Home	RPA & Chat Bot
Chat & Email	Social Media grievance care	Payment pre due reminder	Multilingual Services	CRM Integration
CSAT & NPS Surveys		Inbound Customer Care	Information Security	IVR Integration
Win Backs		Debt Collection & Recovery	Process Reengineering	CX Transformation
			Business Analytics	

# Our End-to-End Customer Lifecycle Management

We support our Clients to move from transactional processing to customer lifecycle management enabling monitoring and reduction of cost per customer while increasing ARPU & Retention.



## Integration across Touchpoints



All major touchpoints across customer digital interaction journey



# Omnichannel Solution Offerings

**Traditional Offerings**

- Inbound & Outbound call services
- Call center technology / Interactive voice response / Automatic call distributor deployment
- Back-office services, e-KYC & Payroll processing
- Self-service and automation capabilities
- HRO services & Showroom service management



**Digital Offerings**

<p><b>Automation Across Channels</b></p> <p>Migrating from multi-channel to omni-channel solutions enables to switch between different channels</p>	<p><b>Web Chat</b></p> <p>Provides customers live interaction with an agent where they receive real time responses to their queries</p>	<p><b>Email</b></p> <p>Provides customers with a form of interaction with an agent through email</p>	<p><b>SMS/ text interactions</b></p> <p>Send out text notifications &amp; receive text responses back from customer</p>	<p><b>BOTs</b></p> <p>iSON's technology platform is enabled with BOT capabilities with various channel integrations</p>
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Implementing BOTs to enhance (1) Agents Xperience, (2) Business Xperience and (3) Customer Xperience, through offerings based on cloud while factoring in key associated aspects like cyber security

## Industries We Serve

Our current client base comprises several industries, including Telecoms, BFSI, Energy and Utilities, Media and Entertainment, Government, Retail, Aviation and E-commerce.



### Digital Channels - Social Media, Web, Chat, Email Support ETC.

Customer Service INB/OB/BO	Customer Acquisition CAF/DMS/e KYC	Tele Sales Telemarketing Retention	Lead Generation LMS Online Booking Order	Collection Account Receivables Recovery
Technical Support Helpdesk Data & Device Support	CCT/IVR/ACD Deployment CTI Integration 2E CCT Solution	Data Validation Data Helpdesk Data Authentication & Analytics	Manpower Outsourcing & Fleet on Street	Manpower Outsourcing & Fleet on Street



# Our Global Clientele

We enjoy the support of a global clientele and have managed customer interactions for some of the world's most renowned brands. We also assist start-ups and mid-sized businesses, spanning a wide variety of demographics, by offering them affordable solutions to meet their changing needs. Our aim is always to create great value for our customers, partners, shareholders and the communities in which we operate.

Industry	Key Customers
Telecom	
BFSI	
Online / Retail	
Pay TV / DTH	
others	



## Proven Track Record

Our track record with our various global clients speaks for itself, with some having been with us for a decade and more, repeatedly renewing their contracts and entrusting us with their valued brands.


ISON's major clients have repeatedly renewed contracts, thereby earning "Preferred Partner Status"						
<ul style="list-style-type: none"> <li>8 Countries in Africa</li> <li>Over 11 Years partnership</li> </ul>	<ul style="list-style-type: none"> <li>6 Countries in Africa</li> <li>Over 6 Years partnership</li> </ul>	<ul style="list-style-type: none"> <li>5 sites in India</li> <li>Over 8 Years partnership</li> </ul>	<p><b>Egypt</b> 10 Years</p>	<p><b>South Africa</b> 10 Years</p> <hr/> <p><b>Tanzania</b> 6 Years</p>	<p><b>Zambia</b> 7 Years</p> <p><b>Uganda</b> 4 Years</p> <hr/> <p><b>South Africa</b> 4 Years</p>	<p>5 Years partnership (Started in 2017)</p>


# Unlock Your Global Potential: **Offshoring Solutions for Business Success**

Offshoring has emerged as a strategic approach for companies seeking cost-effectiveness, access to skilled talent, and enhanced operational efficiency. Our well-entrenched footprint and expertise in diverse emerging markets offers you the ability to transform your business by unlocking your global potential through Offshoring solutions.

Many of the countries in our current portfolio are known for their capabilities in providing offshoring services and have unique advantages that make them favorable destinations for businesses seeking to outsource.



 South Africa has emerged as a prominent offshoring destination due to several factors. The country offers a highly skilled English-speaking workforce with cultural affinity to Western countries. It has a well-developed telecommunications infrastructure and a stable political and economic environment. South Africa's time zone compatibility with Europe also makes it an attractive option for businesses looking to maintain real-time collaboration.

 Kenya is a good destination for outsourcing IT, customer service, and content creation. It has a large pool of educated English-speaking workers, a stable political environment, and a supportive business environment. The government has also made a commitment to developing the outsourcing industry by providing a number of attractive incentives. The country also has a growing number of IT parks and other facilities that are designed to support the outsourcing sector.

 India has been a leading player in the global outsourcing industry for several years. It has a large pool of skilled professionals proficient in various domains, particularly in IT services, software development, customer support, and back-office operations. India's cost-effectiveness, English proficiency, and a vast talent pool make it an ideal choice for businesses seeking to outsource services. Additionally, India has a mature outsourcing industry with established processes and frameworks.

 Egypt has emerged as a promising offshoring destination, particularly in the IT and business process outsourcing (BPO) sectors. The country offers competitive costs, a young and educated workforce, and a strategic location at the crossroads of Africa, Europe, and the Middle East. Egypt's government has taken proactive measures to develop the offshoring industry, including infrastructure investments and tax incentives, making it an attractive option for businesses looking to leverage its talent pool and strategic location.

 Rwanda is an up-and-coming offshoring destination in East Africa. The country has made significant investments in technology infrastructure and education, focusing on developing its ICT sector. Rwanda's stable political environment, low corruption levels, and government support for business development have attracted attention from multinational companies. The country also offers a young and dynamic workforce with a strong command of English and French languages.

 Ghana has been steadily gaining recognition as an offshoring destination in West Africa. It provides a favorable business environment with political stability, a growing economy, and a skilled English-speaking workforce. Ghana's strategic location and time zone compatibility with Western countries enable real-time collaboration. The government has also implemented initiatives to promote the outsourcing industry, including tax incentives and investment in technology infrastructure.





## Benefits of Offshoring and Impact Sourcing



### Cost savings

Offshoring allows businesses to leverage the cost advantages offered by countries with lower labor and operational costs. This can result in significant savings compared to in-house operations or onshore outsourcing.



### Access to skilled talent

Offshoring provides access to a diverse talent pool with specialized skills and expertise. iSON Xperiences offers you a large base of professionals who can deliver high-quality services across various domains and over 44 languages.



### Scalability and flexibility

Offshoring allows you to scale your operations quickly and efficiently. iSON Xperiences can ramp up or down resources based on your business needs, enabling greater flexibility and agility.



### Focus on core competencies

By offshoring certain business processes to iSON Xperiences, our clients can focus more on their core competencies and strategic initiatives. This helps enhance productivity, innovation, and competitiveness.



### Global presence and market expansion

By partnering with us, Offshoring can provide businesses with a global presence, allowing you to tap into new markets and serve customers in different time zones effectively.



### Impact sourcing

Maximize social impact and operational efficiency with iSON Xperiences' Impact Sourcing. Empower disadvantaged individuals by partnering with us to create employment opportunities, while strategically optimizing your offshoring strategies for success.

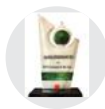
Each offshoring destination offers unique advantages in terms of talent pool, cost-effectiveness, language proficiency, and government support, making them attractive options for businesses considering offshoring. Talk to us about tailored solutions to meet your business needs.

# Leading the Way. Awards & Accolades

## 2023



**Prestigious Brand award – Asia**  
Prestigious Brand Award in the BPO & CX Service Provider category at the Prestigious Brands of Asia 2022-23 Awards.



**BPO Company of the Year – Nigeria**  
Beacon of Information & Communication Technology Awards (BoICT), Nigeria

## 2018 - 21



**Indian Achievers Award - 2021**  
Influential GRC Leader Award–Raghendra Kumar Verma



**People First HR Excellence Awards 2021**  
Leading Minds in HR: Gajendra Singh Saini



**BPO Company of the year 2021**



**Call Center service provider of the Year 2020**



**Innovative BPO provider of the Year - 2018**



**Africa Business Process Outsourcing Company of the Year Award – 2019**



**BPO Company of the Year - 2019**



**BPO Contact Centre of the Year award - 2019**



**IT Services & Support Company of the Year, Managed Services & Support Company of the Year, Contact Center & BPO Operator of the Year**

## 2017



**Managed Services & Support Company and Innovative Call Centre Service Provider of the Year**



**Best Company in Poverty Eradication and Best New Entry for West Africa**



**Special Jury Award for Entrepreneurial Spirit in Africa, Pioneer in Skilling Africa and is Distinguished Achievement in IT & ITes**



**Shortlisted for Company of the Year - West Africa**



**Finalist for Changing Lives Award**

## 2016



**Bright Spot Award for "Best Practices" and "CSR" - Nigeria**



**2016 West African Business Process Optimization Competitive Strategy Innovation and Leadership**



**Technology CEO of the Year Managed Services and Support Company of the Year Customer Friendly Call Center of the Year**



**Distinguished Achievement in IT & ITes organized by ASSOCHAM India during 2016**



**Africa Best Employer Brand 2016**



**NelsonHall features and analyzes iSON BPO in its Multi-Channel CMS vendor assessment report**

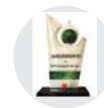


**Call Center Solution Services Company of the Year**

## 2022



**Best Business Process Outsourcing Company of the Year**  
Titans of Tech Awards, Nigeria



**BPO Company of the year**  
Beacon of Information & Communication Technology Awards (BoICT), Nigeria



**Global HR Excellence Awards 2022 x 3**  
BPO Organisation of the Year CEO of the Year – Pravin Kumar: Global CEO



**The IPR Gorilla Awards 2022**  
Top In-House IP Lawyer – Raghendra Kumar Verma

## 2015



**Distinguished Achievement in IT & ITes - 2015**



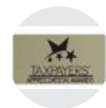
**Champions of Governance award - 2015**



**World class cup team award from Standard Chartered Kenya AVAYA Project during 2015**



**Best Global Employer Brand - 2015**



**Vantage Award Winner 2015 - Uganda Revenue Authority**



**Gartner Cool Vendor for Business Process Services 2015**



**Top 100 organizations awarded for NWSM Project Airtel - Kenya 2015**



# Our Commitment to **Diversity, Equity, and Inclusion (DEI)**

At iSON Xperiences, our DEI commitment is not just about doing what's right; it's about being a company where everyone - regardless of their race, religion, gender, age, sexual orientation, or disability - feels valued, respected, and empowered to reach their fullest potential. It's about building a culture where our differences are celebrated, our rights are upheld, and our collective strength is harnessed for the success of our company and our stakeholders.

Our commitment to DEI is aligned with our vision and values, driving creativity, innovation, and a deep understanding of the diverse markets we serve. Equity and Inclusion are crucial elements of our commitment, ensuring that all our team members can grow and succeed, regardless of their backgrounds. This inclusive environment fosters engagement, motivation, and commitment, resulting in higher productivity and customer satisfaction.

Our DEI commitment also extends to our social responsibility, guiding our interactions with partners, suppliers, clients, and communities.

We are proud of the strides we have made in our DEI journey, but we recognize that there is always room for growth and improvement. We are committed to learning, listening, and adapting as we strive to become an organization that truly exemplifies diversity, equity, and inclusion.



# iSON Xperiences' **Environmental, Social, and Governance (ESG) Commitment**

As a responsible corporate citizen, iSON Xperiences is dedicated to prioritizing Environmental, Social, and Governance (ESG) principles. We understand the importance of sustainability and strive to make a positive impact on our community.



## Environmental Stewardship

We integrate sustainable practices into our operations, focusing on energy efficiency, waste reduction, and responsible resource usage. We continuously explore ways to minimize our environmental footprint and contribute to combating climate change.



## Social Responsibility

We create an inclusive and fair work environment that values the contributions of each team member. We believe in equal opportunity, employee development, and community involvement. By supporting local initiatives and causes aligned with our values, we actively contribute to community growth.



## Governance

Transparency, integrity, and accountability are fundamental to our business practices. We maintain rigorous controls and policies to ensure compliance with laws, regulations, and standards. Open communication with stakeholders provides accurate information on our operations and performance.

iSON Xperiences is proud to play a part in the global movement towards a more sustainable and socially responsible business environment. We will continue to learn, adapt, and enhance our ESG efforts to make a positive impact on our world.

# Our People: Empowering Lives, Building Careers

At iSON Xperiences, our unwavering mission is to create jobs and improve the lives and livelihoods of our people. We are committed to bringing work opportunities to individuals in their local communities, rather than having them migrate in search of

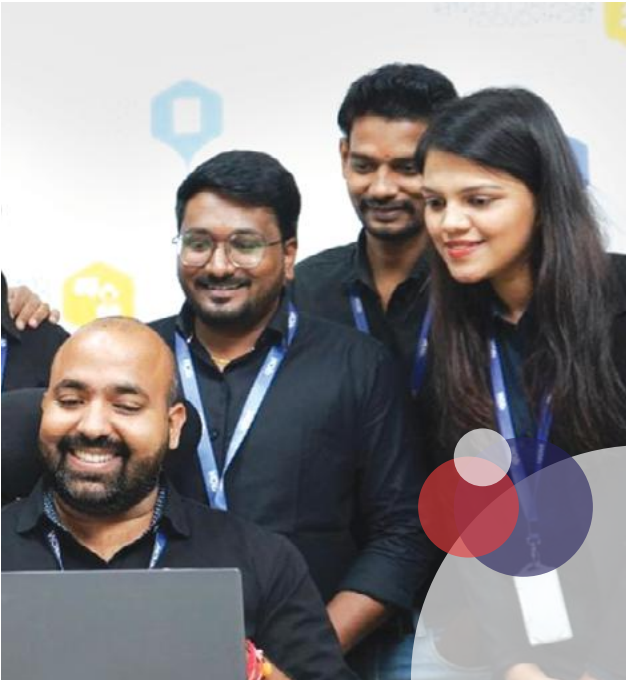


employment. By doing so, we multiply the economic impact and provide valuable workplace experience and industry knowledge to our employees, setting the stage for successful careers in relevant industries.

With a loyal and dedicated talent pool of over 18,000 employees, we prioritize hiring the right people who deeply understand and care for your customers. Through extensive training and development programs, we equip our workforce to become your brand



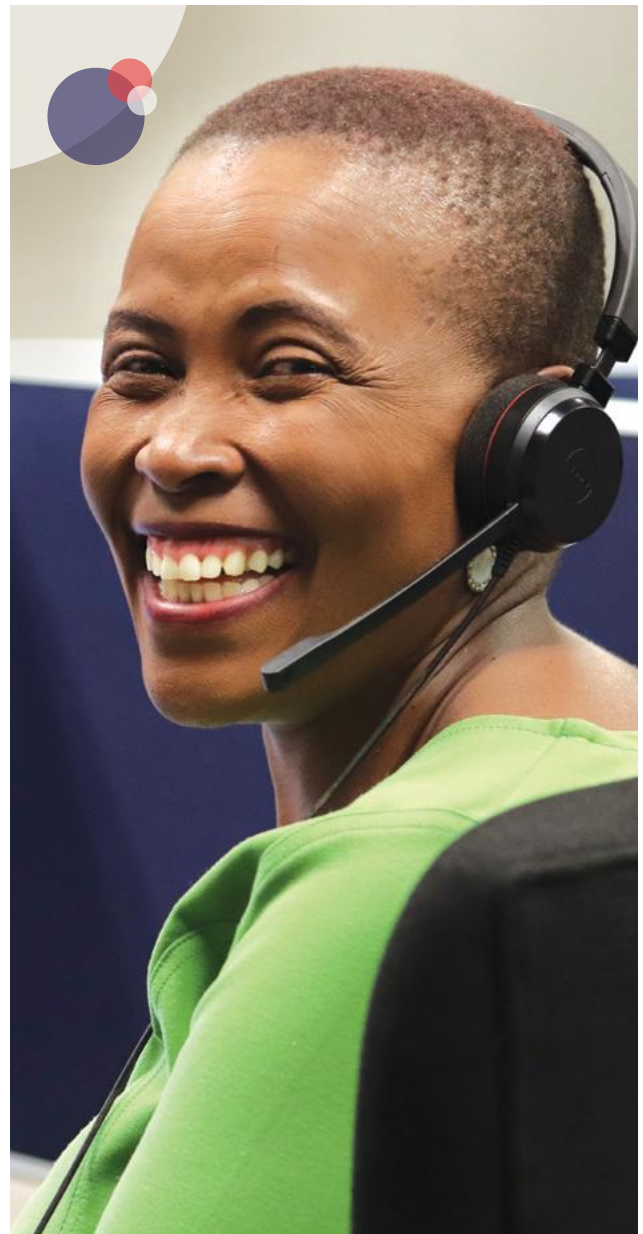




ambassadors, delivering exceptional experiences that exceed customer expectations.

We are proud of our focus on career growth and progression, with over 99% of our employees in Africa being citizens of the countries in which we operate. Through our robust Internal Jobs Profile Programme, we have promoted over 2,000 employees, ensuring continuous upskilling and retention.

Caring for our people extends beyond their professional growth. We prioritize their health, wellness, inclusion, and diversity, fostering an environment where personal and professional development thrive.



## How Can We Help You?

iSON Xperiences is committed to providing ongoing value. Let's connect to discuss how your organisation can benefit from our many solutions. We will put together a short business case based on actual data from your company to provide you with insights on the real business impact that awaits you.

We simplify.

We satisfy.

We delight.

We create xperiences.

**We are you.**



### Contact Us Today

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 [facebook.com/isonbpo](https://facebook.com/isonbpo)

 [twitter.com/ison\\_bpo](https://twitter.com/ison_bpo)

 [linkedin.com/company/isonxperiences](https://linkedin.com/company/isonxperiences)

 [instagram.com/isonxperiences](https://instagram.com/isonxperiences)