

Empowering Excellence

Sharaf DG's CX Evolution with iSON Xperiences



Client Overview

Sharaf DG is one of the leading retailers in the United Arab Emirates (UAE), specializing in consumer electronics, home appliances, and digital products. Established in 2005, the company has rapidly grown to become a prominent player in the retail industry, with a strong presence across the UAE.



Situation Analysis/Background

As a leading electronics retailer in the UAE, Sharaf DG operates in a dynamic market characterized by rapid technological advancements and shifting consumer preferences. With a diverse range of products and services, Sharaf DG strives to meet the evolving needs of its customers while navigating challenges related to market competition, changing retail trends, and the demand for exceptional customer service.

Key Challenges

Quality Targets Adherence

Sharaf DG aimed to maintain stringent quality standards to exceed customer expectations consistently. Adhering to these targets and taking ownership of service quality were crucial for sustaining high levels of customer satisfaction.

SLA Compliance for Call Back Requests

Timely handling of call back requests emerged as a critical aspect of service delivery. Initially set at 2 hours, the SLA for call back requests was later reduced to 1 hour to ensure prompt resolution and enhance overall customer experience.

Language Support

Meeting the diverse linguistic needs of Sharaf DG's customer base, particularly in Arabic, posed a significant challenge. Ensuring effective communication in customers' mother tongue was imperative for enhancing satisfaction and engagement.

Solution Provided

iSON Xperiences deployed a comprehensive customer support solution for Sharaf DG. This solution comprised inbound calls, outbound calls, and live chat services, supported by a dedicated team of 15 agents. The aim was to enhance customer engagement and satisfaction across multiple communication channels, ensuring timely resolution of queries and proactive assistance to meet diverse customer needs effectively.

Results Achieved

Quality Target

In 2022, the Quality Target was set at 95%. We achieved a remarkable 95% or higher, surpassing the target. This reflects our unwavering commitment to delivering high-quality service to Sharaf DG's customers.

SLA for Call backs and IVRs

In 2022, the SLA for Call backs and IVRs stood at 67.12%. Through dedicated efforts and process improvements, we significantly enhanced our performance, achieving an impressive 99% in 2023. This substantial improvement demonstrates our relentless pursuit of excellence in customer service.

Sales Achievement

The average sales achievement in 2022 was 77.36%. Through strategic initiatives and effective execution, we raised our sales achievement to 80% in 2023. This signifies our continuous growth and dedication to meeting and exceeding Sharaf DG's sales targets.



Contact us to discover how we can achieve similar results for your organisation:
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At iSON Xperiences, we orchestrate exceptional customer experiences through our digitally-led and data-driven approach, redefining the standard for enterprise solutions. Ranked among the top global CXM players in Africa, we provide a flexible enablement platform for businesses that need help scaling up their workforce, daily business operations, or debt collection solutions, or that want to expand their footprint in Africa. With over 18,000 employees across 19 countries, we serve 500 million global customers across Telecom, BFSI, Energy & Utilities, Government, Media & Entertainment, Aviation, Retail, E-commerce and more. For more information, visit www.isonxperiences.com