



RYAN STRATEGIC ADVISORY

# Driving European Customer Experience Excellence

*A white paper for [Raya Contact Center](#)*

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## **Introduction**

Customer experience delivery is changing the world over, and Europe is no exception. In fact, in H2 2020 and beyond, the pressure to promote end-user loyalty will be greater than ever for companies in Europe's key demand markets. Rapidly shifting technologies and working models will make service delivery more complex. No matter the location or the industry; enterprises in Europe need a competitive advantage to help them quickly pivot commercially.

It is in this spirit that [Raya](#) continues the delivery of customer experience services to its clients across Europe. As a legacy player that has been supporting European consumers for some time, it grasps this region's sophisticated, multilingual dynamics. It has taken the initiative to augment its European capabilities by opening capacity in the region, and continues to make investments around technologies designed to service cross-vertical clients better.

## **Raya as a European legacy outsourcer**

### ***Experience serving the European market***

Raya has been delivering customer service to consumers in Europe since 2006, making it one of the longest serving outsourcers to serve countries within the region. With a background in providing both digital and voice-based interactions, Raya has cultivated a series of clients throughout the region, across both mature and emerging verticals. As such, this exposure to Europe has been instrumental in Raya's understanding of what enterprises and end-users in the region are looking for in a provider of customer experience and compliance. In fact, in the spirit of the latter, and since 2018, Raya has been fully compliant with the European Union's General Data Protection Regulation.



### ***Delivery points aligned with the European market***

Raya has made it a policy to drive business through a balance between qualified calibre and continuity for its clients in Europe. For the calibre qualification, Raya developed a strong balance between recruitment and training to ensure the best outcome with qualified and caring team members that strive to serve with care and empathy. As for the business continuity, this has been realised through top notch technologies and careful planning designed to ensure that capacity is distributed in such a manner that will ensure the best outcomes with the minimal amount of team members concentration. Raya services the European market from sites in the following countries:

**Poland** – Raya has strategically positioned itself in a location favored among European enterprise customer experience managers. In fact, among those surveyed in the *2020 Ryan Strategic Advisory Front Office BPO Omnibus Survey*, respondents from Europe ranked Poland as their preferred nearshore delivery option.

This is logical, given the country’s proven track-record in providing front-line services to West European consumers, its agent scalability, and strong multilingualism. Being based in Warsaw is also advantageous for Raya, in that this city provides clients with easy access from across Europe by air and rail. Warsaw also recently ranked among the top 5 business friendly cities in Central & Eastern Europe by the leading publication Emerging Europe.



**Egypt** – Raya was born as the first Egyptian contact center services outsourcer nearly two decades ago. Since then, it has grown the number of European clients services from its various locations in Egypt. Specifically, Raya has Eight sites across Cairo and Hurghada, enabling it to distribute risk. To date, the very multilingual accent neutral Egypt remains one of the longest-standing locations from which nearshore contact center services can be delivered into Europe, and it is a preferred location for pan-European campaigns. This business model was pioneered by many members of Raya’s current leadership team, and it provides the company with a clear line of experience in regard to this demand market.

**United Arab Emirates (UAE)** – Raya established operations in the UAE during 2015, by establishing operations in the Dubai Digital City business park. While primarily a site that has been focused on the domestic market, Raya is also conscious that more UK organisations are using the UAE as a hub for service delivery. Thus, this UAE site is optimally positioned to handle nearshore work from enterprises based across the UK.



## **Raya is a logical pan-European campaign partner**

A number of competitive factors explain why Raya is well-positioned to handle customer experience management functions for its European clients.

### ***European language capabilities***

Using the combined strength of its deployments in Poland and Egypt, Raya supports all major and niche European languages. This positions it to work with enterprise partners that need pan-regional service. These languages include English, French, German, Italian, Spanish, Dutch, Flemish, Portuguese, Swedish, Norwegian, Finnish, Danish and Polish, along with a variety of other Central & Eastern European languages. From its 10 different sites across both countries, it is truly a provider that offers multilingual service capabilities, designed for pan-regional European clients that may need the services of a small number of local tongues.



### ***Diversified delivery platforms***

How contact center services are delivered has changed significantly of late, and Raya has made a point of driving business continuity through its different sites. Notably, European client executives can count on Raya's sites to manage voice and digital traffic for consumers. Having multiple locations from which service can be provided means a level of redundancy that insulates customers from disruptions related to pandemics, natural disasters or extreme weather.



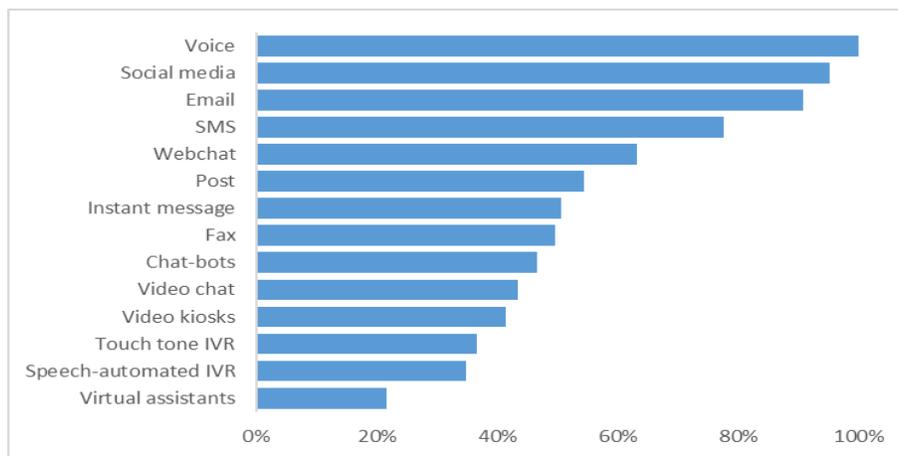
### ***Ecosystem of services offered***

Raya provides European clients and their consumers with a cross-section of both front-line and value-add services, which are outlined into the following categories:

- **Digital tool-kit** – Across Europe, executives want to work with BPO partners that can provide added-value through cutting edge technologies designed to enhance customer loyalty. Raya has prioritised these services, and invested in its capabilities to consider automated solutions, such as chat-bots, alongside analytics for both consumers and contact center operations. It is also growing its capabilities in Artificial Intelligence solutions for its European clients.
- **Front-line delivery** – Raya continues to offer its clients throughout Europe with capabilities that include customer service, technical support, revenue generation and account receivable management.
- **Cross-channel capabilities** – End-users in Europe prefer to have a variety of options to hand when interacting with enterprises.

As highlighted below, according to *Ryan Strategic Advisory's 2020 Front Office BPO Omnibus Survey* European companies firms are using a wide swath of channels when connecting with their customers. Raya has kept up with these evolving demands, and it deploys all mature and emerging communications mediums. It is worth noting that Raya has developed expertise in social media delivery and moderation, crucial for what has become the second-most deployed channel among European enterprise contact centers.

### ***European Enterprise Contact Center Channel Deployments – 2020***



### ***Vertical subject matter expertise***

Raya has significant industry expertise in Europe, with experience serving some of the region's biggest brands, both multinationals and local firms, which continue to differentiate through strong customer service. Some of its most notable success stories include supporting pan-European campaigns for leading enterprises in food services, financial services, technology / telecom and the automotive space. A snapshot of Raya's vertical footprint can be seen in the following graphic illustration.



### ***One-stop shop for European delivery***

Given that Raya experience as a provider of choice in the Middle East, more organisations are working with this contact center provider to manage their cross-European customer experience needs. Its ability to source multilingual talent alongside its very strong capabilities in contact center management has been crucial in winning new business from global clients across different sectors. For example, Raya has been at the heart of customer management for different automobile manufacturers, supporting cross-European enquiries on both voice and digital platforms. Equally, Raya works with one of the largest restaurant chains in the world, providing brand management for both consumers and franchisees.

### **Conclusions**

European customer experience delivery is only getting more complex. Enterprises that seek to improve their ability to interact with consumers face challenges with regard to business continuity, technology investment and multilingualism. [Raya](#) has positioned itself as a partner of choice that is focused on enhancing end-user loyalty, leveraging its team's experience and delivery platforms. With a track record of service in Europe for the past decade and a half, it is among the players that truly understand that region's customer experience nuances.