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ithra-United-Business-Services

Profile

Ithra United

For Business Services

إثراء
شركة إثراء المتحدة لخدمات الأعمال



ithra
Ithra United Business Services



Interactive File
ITHRA UNITED

Profile Content

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About

Ithra United

United United for Business Services is a leading Saudi company specialized in Business Process Outsourcing (BPO) and Customer Experience Solutions. With a successful track record in executing major projects in both the public and private sectors, Ithra United stands out as a distinguished provider of integrated operational services in the Kingdom.

Driven by excellence, global standards, and the latest technologies - including artificial intelligence - the company offers customized solutions in areas such as customer services, call centers, specialized consultations, and workforce services.

Through advanced operational centers within the Kingdom and a highly efficient team, Ithra United enables organizations to provide seamless services across multiple channels, supporting them in keeping pace with the rapidly changing business landscape.

Ithra United continues to play a pivotal role in developing customer experience and business support operations throughout various regions in Saudi Arabia.



شركة إثراء المتحدة لخدمات الأعمال
Ithra United Business Services

Who We Are?

Ithra United is a Saudi company specializing in business services. With a strong commitment to excellence and innovation, we aim to be a key player in the rapidly growing market of Business Process Outsourcing in the Kingdom of Saudi Arabia.



Our Mission

At ITHRA United Business Services, our mission is to deliver top-tier, high-quality business solutions that span a diverse spectrum of needs. We are dedicated to addressing contemporary business challenges with fresh and innovative solutions, tailored to meet the ever-evolving demands of the market. Established as a response to the growing need for specialized business process outsourcing (BPO) services, we see ourselves as the pivotal point where others conclude. We excel in all facets of delivering our services, including modern operational facilities, cutting-edge technological infrastructure and systems, and adherence to global standards within our service domains. Our ultimate goal is to empower our clients to embark on their journeys beyond where others have ventured.



Our Philosophy

Our philosophy at ITHRA United Business Services revolves around our unwavering commitment to providing exceptional business solutions while maintaining the highest ethical standards. We believe in the transformative power of outsourcing and how it can empower businesses to excel in their core functions. Our philosophy is underpinned by a dedication to continuous improvement, innovation, and responsible business practices.

By offering a diverse range of specialized services, we enable companies to focus on their core operations while entrusting us with the intricacies of other critical business processes. We firmly believe in fostering a culture of integrity, transparency, and respect in all our interactions, whether with clients, employees, or partners. Our philosophy extends to our responsibility to society and the environment, as we aim to make a positive impact through socially responsible practices.



Our Vision

ITHRA United Business Services aspires to lead the field in offering outsourcing and customer relationship management solutions within the Kingdom of Saudi Arabia. We envision building robust and sustainable relationships with our clients, providing high-level customer experience solutions that consistently exceed their expectations. Our ambition extends to becoming a benchmark for the application of cutting-edge technology in the realm of business. We aim to foster a work environment that nurtures the growth and development of our employees, positioning them as the driving force behind our success.



Our Values

At ITHRA United Business Services, our values serve as the cornerstone of our operations. They guide every decision and action we take, ensuring we uphold the highest standards of integrity, excellence, and client satisfaction.





What Sets Us Apart

Ithra United for Business Services is your trusted partner in navigating the ever-evolving landscape of business solutions. We bring expertise, innovation, and an unwavering commitment to excellence in every project. Your success is our priority, and we are eager to explore collaborative opportunities that align seamlessly with your mission and goals.

At Ithra United, we understand that choosing the right partner is a critical decision. Here are compelling reasons why partnering with us is the right choice:



Unmatched Expertise

With a team boasting over 15 years of collective experience, including seasoned management and operational experts, ITHRA United brings a wealth of knowledge to the table. Our team has been at the helm of numerous entities in our field, crafting a legacy of excellence.



Commitment to Excellence

ITHRA United is dedicated to delivering services of the highest quality. We're not satisfied with merely meeting expectations; our goal is to surpass them consistently. Our commitment to excellence extends across every aspect of our services.



Global Reach

While our primary focus is the local Saudi Arabian market, we have our sights set on expanding across the Gulf and the wider Middle East. We see ample opportunities for global market growth and aim to be at the forefront.



Pioneering Innovation

ITHRA United stands as a launching point beyond others, comprehensively addressing every facet of our service execution. This includes state-of-the-art operational facilities, technological infrastructures, and adherence to international standards within our service domains. Our commitment to innovation is woven into the fabric of our operations.



Flexibility and Adaptability

We recognize that each client's needs are unique. That's why we take pride in our adaptability and flexibility, tailoring our services to align perfectly with your business goals and requirements. This ensures a custom-fit solution for your specific challenges.



Strategic Technological Integration

Our strategic approach involves seamlessly integrating modern technologies and their applications into our business scope and the services we provide. We've forged partnerships and collaborations with global research and development entities, specializing in cutting-edge artificial intelligence (AI). This enhances our ability to stand out in our domain.

International Certifications and Recognitions

Ithra places great importance on obtaining international certifications and accreditations, as they reflect its commitment to the highest standards of quality and efficiency. This approach enhances the credibility of its services and reinforces its continuous pursuit of excellence and development in line with global best practices.



(Quality Management, Environmental, Health and Safety Assurance, Information Security... and

ISO 9001: 2015
Quality Management System

ISO 27001: 2022
Information Security
Management System

ISO/IEC 20000-1: 2018
Information Technology Service
Management System

ISO 22301: 2019
Business Continuity
Management System

ISO 10002: 2018
Quality Management
Customer Satisfaction

ISO 15838: 2009
Customer Contact Center
Management System

ISO 14001: 2015
Environmental Management
System

ISO 45001: 2018
Occupational Health & Safety
Management System

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Implementation of COPC CX Standards at Ithra United

Performance Quality Enhancement



Increasing Operational Efficiency



The Importance of Enhancing
Employee Engagement



Achieving Direct Performance Gains



Intangible Benefits and Added Value



Service Quality Improvement



Transaction Volume Reduction



Estimating the Financial Value
of Achieved Savings



Revenue Growth and Other
Institutional Benefits



Calculating Returns from Reduced
Employee Turnover and Absenteeism



Explore the core pillars of Our solutions:



CX & Contact centers Outsourcing solutions

Our Contact Centre Outsourcing solutions redefine customer service and relationship management. With an unwavering commitment to quality, cost-efficiency, and customer satisfaction.



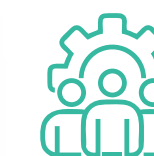
Business Process Outsourcing (BPO)

In a rapidly evolving business landscape, efficiency is paramount. Our Business Process Outsourcing (BPO) solutions empower organizations to streamline operations, reduce costs, and enhance customer relationship management.



Public-Private Partnerships (PPP)

As part of Saudi Arabia's commitment to advancing Public-Private Partnerships (PPPs), ITHRA United stands ready as a private partner to governmental entities.



Outsourcing of Manpower

ITHRA United possesses the capability to provide both governmental and private entities with a pool of qualified manpower and skilled talents, ranging from entry-level positions to specialized professionals. Our Manpower Provision Services span across various industries, including Banking, IT, Communications, Administration, HR, Sales, Marketing, Front Offices, Customer Service, and more.

Our Comprehensive Business Solutions

At ITHRA United Business Services, we offer an extensive array of tailored solutions designed to address the diverse needs of both public and private sector organizations. Our commitment to excellence, innovation, and unwavering dedication to client success defines our approach.

Business Process Outsourcing (BPO)

01**Technology and IT Services**

Seamlessly manage your technology-related processes, ensuring peak performance and reliability

02**Customer Care and Customer Experience (CX)**

Elevate customer satisfaction through personalized experiences and efficient issue resolution

03**Business Process Restructuring and Automation**

Drive operational efficiency and cost savings through strategic process optimization

04**Front-line Services and Back Office Support**

Ensure smooth day-to-day operations, allowing your team to focus on core functions

05**Sales, Marketing, and Collection Services**

Boost revenue generation and optimize debt collection strategies

Consulting Services

Leverage our expertise across a wide spectrum of industries in Saudi Arabia for informed decision-making

Operation and Maintenance Services (O&M)

Ensure the uninterrupted functionality of critical

IT and Communication Services Management

Optimize your IT infrastructure to meet evolving business needs

Field Operations and Inspection Services

Maintain operational excellence and compliance



ABOUT

WHY US

SOLUTIONS

PRODUCTS

MODEL

WHAT SETS US APART

CLIENTS

CONTACT US

Contact Centre Infrastructure Setup

We handle provisioning, supply, and installation

Contact Centre and Customer Experience (CX) Consultation

Benefit from expert insights to enhance customer experiences

Fully Managed In-house & Outsourced Contact Centre Services

Choose the model that aligns with your business strategy

World-class Contact Centre and Command Centre Development

Elevate your operational capabilities

Staffing, Training & Development Management

Ensure a skilled and motivated workforce

Software, Applications & CRM for Contact Centers

Leverage cutting-edge tools to optimize operations

AI & RPA Solutions Development and Implementation

Stay at the forefront of technological innovation

Omni-Channel Call Centers

Our integrated omni-channel contact centers provide a seamless customer service experience across multiple channels, including calls, emails, video calls, mobile apps, webchat, social media platforms, client portals, and advanced chatbots & voice bots

Incorporating New Technologies into Contact Centers

Harness the power of AI and machine learning to enhance customer interactions, automate routine tasks, analyze data for informed decision-making, and optimize efficiency

Customer Experience Outsourcing Solutions & Contact Centers

Our Contact Centre Outsourcing solutions redefine customer service and relationship management. With an unwavering commitment to quality, cost-efficiency, and customer satisfaction

Design & Development of AI Solutions

Integrating artificial intelligence into contact centers is not just a technical option — it is a strategic necessity to enhance service quality, improve efficiency, and deliver an exceptional customer experience aligned with modern market expectations.

Customer Interaction

Redefining the customer experience through smart tools that deliver fast, accurate, and personalized services.

AI Agent

Chatbot

Self Service

Voice Bot

Contact Center Performance

AI not only serves the customer — it also makes a significant impact on internal operational efficiency.

Quality Monitoring

Form Autofill &
Smart Suggestions

Automation

Agent Virtual
AssistantAI Knowledge
Management

Analytics & Prediction

The true power of AI lies in its ability to learn from data and transform it into actionable insights.

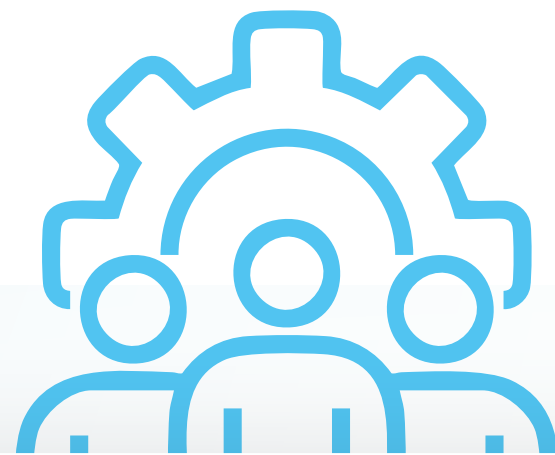
Sentiment Analysis &
Voice Listening

Call Analysis

Real-time
Dashboarding

Predictive Analytics

Outsourcing of Manpower



Access Skilled Talents

Enhance Performance

ITHRA United possesses the capability to provide both governmental and private entities with a pool of qualified manpower and skilled talents, ranging from entry-level positions to specialized professionals. Our Manpower Provision Services span across various industries, including Banking, IT, Communications, Administration, HR, Sales, Marketing, Front Offices, Customer Service, and more.

At ITHRA United, our commitment to excellence extends to every facet of our services. We believe in the power of innovation, collaboration, and responsible business practices. Whether you seek to optimize processes, enhance customer experiences, access skilled talent, or explore partnership opportunities, our team is here to guide you towards success. Discover how ITHRA United Business Services can empower your organization to thrive in the dynamic Saudi Arabian market.



Public-Private Partnerships (PPP)

As part of Saudi Arabia's commitment to advancing Public-Private Partnerships (PPPs), ITHRA United stands ready as a private partner to governmental entities.



Build / Operate / Transfer (BOT) or Build / Transfer / Operate (BTO)

Comprehensive project management, from inception to realization



Build / Own / Operate (BOO)

Ownership and operational services for sustainable growth



Contracting Services (Outsourcing)

Strategic outsourcing solutions, including Operations, Maintenance, and Management.



Joint Ventures

Collaborative ventures to drive success in various sectors and initiatives

At Ithra United Business Services, we offer a wide range of solutions specifically tailored to meet the needs of organizations in both the public and private sectors. Our commitment to excellence, innovation, and unwavering focus on client success defines our approach.

Our Products & Digital Systems

Ithra United always seeks to meet the needs of its customers in the field of call centers and customer experience development. Therefore, it has harnessed its expertise and technical team to innovate and customize new products in the field of call centers and customer service. Through this, the company aims to empower its customers to achieve the best customer experience and meet their goals, by providing unique and innovative solutions that meet their needs in operating call centers.

UniView³⁶⁰

Bring together all workplace applications in a comprehensive display in one place for easy management

UniPlat³⁶⁰

Manage your entire interaction cycle, track customer communications, communicate with your customers and employees, and much more using an easy-to-use unified core system

UniAssist³⁶⁰

Field Service Management System enabling us to provide outstanding services anywhere for services that require field work in multiple locations

ReachMax^{PRO}

Communication Campaign Management System, considered one of the best tools for its ability to facilitate and organize campaign management operations

UniPlat³⁶⁰

Manage your entire interaction journey, track customer communications, and engage with your clients and teams—all through a unified, user-friendly platform.

The system offers a wide range of services for all departments under service and contact center operations, providing a comprehensive digital platform that integrates multiple key functions such as:



Quality Management



Test Management



Customer Relationship Management (CRM)



Survey Management



Knowledge Base Management



File Management



Employee Voice Management



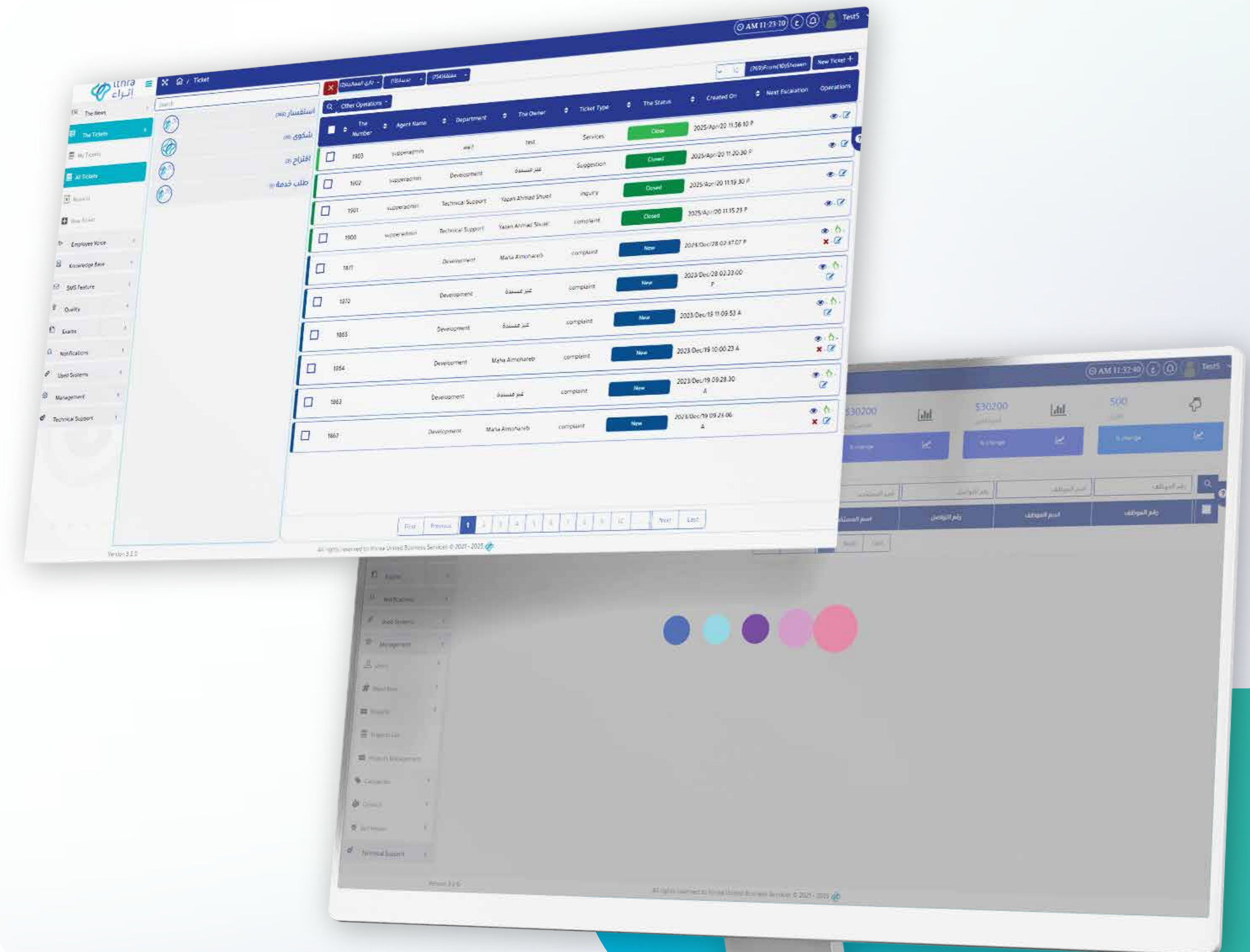
Project Management



Quick Search



Advertising & Notification Management



UniView³⁶⁰

A unified dashboard brings together all workplace applications in one comprehensive view for easy management. You can customize your dashboard as you see fit and stay constantly informed about your activities covering key performance indicators of your operations, customer satisfaction, and interactions.



Integrated Dashboard

No need to navigate between tabs or systems to create and view reports



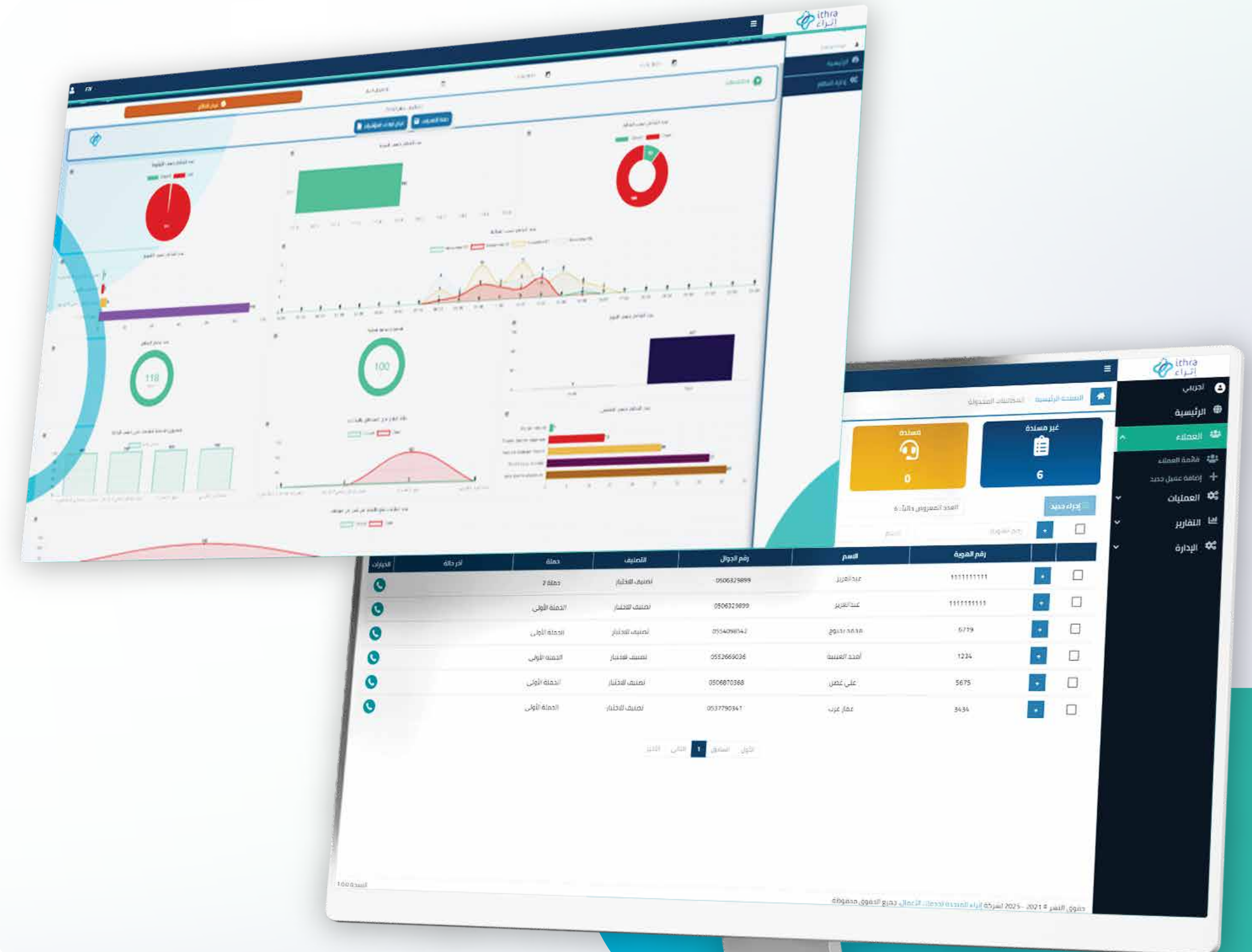
Give it a personal touch

Customize the layout of your dashboards, rearrange, add or remove tools, and create custom charts and widgets from existing ones



Advanced Control Panel

UniView dashboard syncs data in real-time and facilitates collaboration



ReachMax^{PRO}

Reach Max Pro is a campaign management system considered one of the best tools for its ability to facilitate and organize campaign management processes, integrate with communication systems, and enhance a comprehensive view of all customer calls.



Integration with Communication Systems

Reach Max Pro can seamlessly and effectively interact with communication systems. This integration allows the automatic opening of beneficiary data windows when a call reaches the employee, providing a comprehensive view of the customer's information and journey, helping in delivering better and more effective service.



Campaign Management

It enables users to create campaigns and define their details accurately and specifically, such as the number of allowed contact attempts, the time interval between each attempt, scheduling campaign execution times, and easily uploading targeted beneficiaries to start direct communication with them.



Dynamic Path Features

It offers the ability to build dynamic paths for campaigns, including questions and answers for each campaign separately, and customize system behaviors that can be triggered under specific conditions.



Integration with Dashboards

Reach Max Pro features easy integration with dashboards by providing an API that can be used to link the system with any required dashboard. This allows access to detailed reports and comprehensive charts to analyze performance and make strategic decisions based on data.



Beneficiary Management

The system provides a comprehensive view of customer files, making it easier for employees to track all calls and interactions related to them.



Reports

Reach Max Pro offers detailed reports and statistics on campaign performance, customer responses, and path results.



UniAssist³⁶⁰

Service management system that enables us to provide distinguished services in any location for services that require work in multiple field locations.

Uni-Assist enables you to manage work and tasks from anywhere, on any device, and was designed with mobile devices in mind. No need to install any software and no need to worry about hardware compatibility. While providing features for tracking tasks, work time, and completion, Uni-Assist forms a unified platform for planning, scheduling, reorganizing work, and monitoring the performance of business teams.

In addition to the features of issuing electronic reports to work teams in an integrated manner with other company applications and interactive monitoring panels.



Real-time and customized reports

Ability to display information, statistics, and instant and periodic reports (dedicated to a specific period)



Assigning and scheduling field tasks

Ease of planning and scheduling field tasks and data entry



Flexible & responsive interfaces

Quick access from anywhere, flexible interfaces, and support for various desktop and tablet devices.



Our methodology for developing customer experience programs

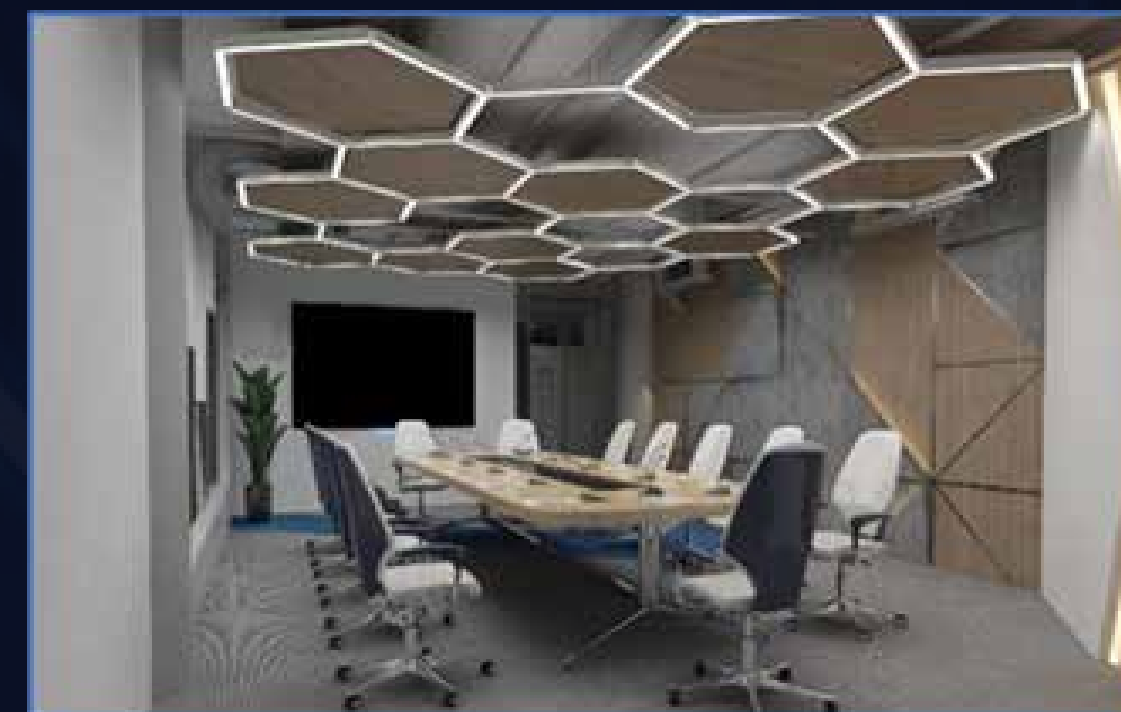
Ithra United's services revolve around understanding customer aspirations and responding to their feedback, which enhances satisfaction and loyalty levels and contributes to achieving positive and sustainable results. This approach also enables the effective identification and resolution of weaknesses in the customer experience, directly reflecting in improved overall performance and an enhanced company reputation in the market.



Modern Designs for Operational Facilities

Ithra United has established operational centers for contact center projects built to high technical standards. These facilities are equipped with the latest office and tech infrastructure and feature contemporary designs with thoughtfully planned natural lighting. All essential amenities have also been provided to create a motivating and attractive work environment for employees.

What Sets Us Apart



What Sets Us Apart

Customer Experience

Through our partnership with the global Dutch firm eCXperience, we have provided expert consultation in areas such as Voice of the Customer programs and customer journey design — including outcome measurement and the delivery of improvement plans and tailored solutions.



With our ability to assess and analyze VoC program performance, we deliver deep insights and strategic guidance that drive significant advancements in customer experience.

We apply specific metrics and performance indicators to measure the impact of Voice of the Customer programs, providing detailed reports and comprehensive analyses to support customer experience improvement goals.

We design and analyze the customer journey within the organization, identifying key touchpoints and interactions, analyzing weaknesses, and proposing targeted improvement strategies.

We offer innovative solutions and customized enhancement plans that strengthen communication and foster positive engagement with customers, contributing to the development of strong, long-lasting relationships.

What Sets Us Apart

Applications and Software R&D

Ithra United has established partnerships and research cooperation agreements aimed at integrating modern technologies, driven by our strong belief that leveraging advanced technologies such as artificial intelligence can be a key factor in enhancing our clients' strategies to improve customer service and boost satisfaction.

The Research Arm



Chalmers University of Technology

In Gothenburg, Sweden

One of Europe's prestigious universities, specializing in Information Technology, computer sciences, and applications. It is equipped with state-of-the-art research centers across various fields.

The Development Arm

ENERYIELD

Eneryield

Sweden

A company specializing in Artificial Intelligence (AI) and Machine Learning applications, and in developing products based on these technologies. The agreement with Eneryield focuses on developing AI technologies for contact centers and integrating them with existing communication or traditional systems. This integration aligns with the research and studies conducted by Ithra United and the university.

What Sets Us Apart



Premier Tech Collaborations

The latest technologies from leading global companies specializing in solutions and technologies for operational projects and contact centers.





Reach US

 920011964
 info@uniithra.com.sa
 uniithra.com.sa
 ithra-United-Business-Services

- **HQ - Riyadh**

Murooj Dst. - Al Olaya St.

- **Operational Facility**

Almonesyah Dst. - Alsahaba St.





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