



YOUR SERVICE[®]

CLIENT CASE STUDY

Xerox Emirates

First established in 1985, Xerox Emirates is a joint venture between the Mohamed Hareb Al Otaiba Group and Xerox Corporation. The company markets its range of innovative document management products, applications and solutions throughout the UAE.

With a four-year goal to double the size of Xerox Emirates, the company needed to grow faster than the expanding market. To achieve this aggressive goal, Xerox saw excellent service as a key differentiator in the highly competitive market. "We have a strong heritage in customer satisfaction. The big question is how to raise the bar and further improve what we are already doing," says Andrew Hurt, General Manager of Xerox Emirates.

UP! Your Service programs were chosen as key pillars in

the company's business growth strategy. The programs were rolled out to all employees using in-house Certified Course Leaders who customized the program to their industry and the strong culture that already existed within Xerox Emirates.

"The results speak for themselves - YTD Month 10 Revenue Growth 32%, 53% Gross Profit Growth and 52% Net Profit Growth," says Andrew. Xerox Emirates believes the use of service as a key differentiator is fundamental to maintaining their leadership position in a dynamic market. UP! Your Service programs continue to be integral to the building and strengthening of a sustainable service culture in their organization.



GLOBAL HEADQUARTERS

50 Bayshore Road
Suite #31-02
Singapore 469977
Tel : (+65) 6309 9668
Fax : (+65) 6242 7951
Enquiry@UpYourService.com

NORTH AMERICA

625 Barksdale Road
Suite #113
Newark, DE 19711
USA
Tel/Fax : (+1) 302 309 0047
NorthAmerica@UpYourService.com

UpYourService.com