

Axiom Telecom

Better Customer Service with Opti-Q

Axiom Telecom is the largest and leading, authorized distributor and retailer for international brands such as Nokia, Sony Ericsson, Samsung, Motorola, Thuraya and I-mate, in the Middle East. Axiom specializes in wireless communication products and has more than 500 outlets in prime retail locations across the region.

Axiom stands for quality, originality, and a guarantee of the best after sales service. Axiom employs over 1,700. highly trained professionals and has expanded into Saudi Arabia, Bahrain, Qatar, Oman, Kuwait, London, Egypt and India. Established in 1997 by Faisal Al Bannai, Axiom is committed to offering the best value for money to its customers, along with genuine service and the most attractive incentives. Today, besides its own branded outlets, Axiom owns and operates stores through partner arrangements in the U.A.E. with Spinneys. Axiom is also the exclusive telecom partner for Emarat Service Stations.

The mobile service center is one of the most important business unit which takes care of all after sales services in Axiom. Axiom was also the first company to invest in the dedicated mobile phone repair facility, 'Phone care'.

The Axiom brand prides itself for outstanding customer service and the concern for customer service begins right at the helm of the organization with Mr. Faisal AL Bannai.

Our partner Adapt (Adapt Middle East) effectively positioned Opti-Q to replace the earlier generation of Queue Management system in use of Axiom. It offered their management a complete realtime shopfloor view of its waiting customers.



Customers select a service by tapping on the Opti-Q touchscreen interface. The system automatically accords higher priority to customers having extended warranty periods and generates an Alpha numericToken.

The dynamic routing algorithms of Opti-Q directs a customer to the queue with least number of customers. When a counter becomes available, the counter attendant calls the next customer using an onscreen application, the next individual waiting receives both visual and audio notifications directing him/her to that counter.

Service Supervisors instantly know the number of customers waiting, the average wait and transaction times of customers, the number of counters open for each category of service and the current staffing levels. Services supervisors can dynamically increase or decrease counters service mix depending on the demand for a particular service on a real time basis.

The dashboard utility of Opti-Q helps Supervisors to make informed decisions concerning staff or branch performance.

Opti-Q also offers an impressive behind-the-scenes tool the Opti-Q dashboard with historical trends which benefits the Axiom Management to effectively plan and optimize on effective employee staffing and evaluating customer purchasing needs. Management can track the actual productivity of each employee, customer wait times, transaction times and more.

Currently Opti-Q is installed in the Axiom branches of Dubai and Saudi Arabia.

About Intellvisions and Opti-Q

Intellvisions is a leading provider of self-service technologies.

Since 1994, Intellvisions has been committed to developing innovative solutions that help global organizations achieve their most important objectives... generating more revenues while increasing operational efficiency and reducing transaction costs. We serve the most demanding customers known for setting the highest benchmarks in customer service.

Our products stand out for their innovative engineering, long-term value and our proven ability to solve business problems of our customers using imagination and insight. They are built on the foundation of our long-established industry knowledge in image processing, control electronics and system engineering capabilities. They reflect the creativity of our diverse team of product designers and software specialists.

Organizations in over 11 countries rely on Intellvisions to drive up their operational efficiency, enhance the security of transactions while reducing transaction costs taking their business to a new level of competitive advantage.

Opti-Q is a complete branch analytics system that not only manages customer queues in real-time but also provides the management real-time access to performance metrics like customer wait time, average service time and employee efficiency. It provides banks and retail institutions a complete branch transformation tool to prioritize services for their VIP customers while providing them a convenient method to cross sell and up sell their products to waiting customers.

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Our Partner in Middle East

