



Careem

Careem chose the Orange network and call collect services to accelerate market growth across the Middle East

“ Orange Business Services has exceeded our expectations with their ability to match our demands for agility and speed. They also bring our company the added advantage of local expertise and presence that our business needed in the region and beyond. ”

Qasim Ahmed
Head of IT
Careem

Highlights

- Careem is a rapidly-growing tech start-up in Dubai that offers a chauffeur-driven car service with an easy-to-use digital booking process
- Careem needed an ICT platform that could support its growth and manage 400 agents handling 10,000 calls a day and serving 150,000 drivers
- With Orange Business Talk, an IP voice network and digital call collection solution that specifically covers the Gulf Cooperation Council plus Egypt and Jordan, Careem now has a platform that can support its rapid growth across the Middle East and will help ensure that all of its agents and drivers can focus on delivering world-class customer service



Headquarters
in Dubai



Operating in
80
cities
across
13
countries



Business
Services



Issues and challenges

Careem is a leading tech start-up launched in 2012 in Dubai. It is currently valued at \$1 billion and is the only tech unicorn in the Middle East. Careem identified a major opportunity in the region, as many adults there are unable to drive; for example, 50% of the adult population in Saudi Arabia are not qualified to drive. Careem offers a chauffeur-driven car service with an easy-to-use digital application and booking process. Their chauffeurs are referred to as “captains” to show respect and to reflect the quality of the drivers that Careem recruits.

The company is rolling out its service across the Middle East with high demand driving 30% month-on-month growth. Careem’s ICT structure needs to support the increasing number of captains – now over 150,000 – and 400 agents handling 10,000 calls a day in 80 cities across 13 countries.

The objective

Support call center agents and drivers to always deliver world-class customer service.

The benefits

The Orange Business Talk solution is enabling Careem to accelerate growth across the Middle East.

- Enhanced customer service using the Careem application for booking, tracking and payment
- Platform to support 400+ agents handling rapid business growth
- Accelerated digital transformation

The Orange Business Services solution

- Orange Business Talk, an IP voice network and digital call collection solution that includes local numbers
- Coverage – Gulf Cooperation Council plus Egypt and Jordan
- Guaranteed voice quality with SLAs
- Project management

The results

- Faster revenue streams with service launch in new cities cut from three months to one day
- Reduced management costs and time with a single provider across the Middle East

“ We look forward to continuing our dynamic growth with Orange at our side as our trusted partner. ”

Qasim Ahmed
Head of IT
Careem

For more information about Orange Business Services, visit www.orange-business.com

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