

**SWVL**<sup>®</sup>  
business

# Etisalat Egypt automates transport operations and enables a digitized experience.



## About Etisalat

Etisalat Egypt is the third mobile operator to enter the Egyptian market and the first integrated operator for telecom services in Egypt. It officially started its business in 2007 to become one of the largest mobile networks in the Egyptian market.

## Background

In March 2020, Etisalat and Swvl Business joined forces to bring to life a more efficient state of the art technology at play for their everyday employee transportation needs. Etisalat's needs were evolving due to COVID19- and a solution to cut down on inefficiencies was essential.

## Challenge

- +2 Weeks to reconcile paperwork and invoices.
- Hectic Follow up on Vendors.
- The complexity of assigning different vehicle types on dynamic routes with dynamic schedules.

With 2,600 dynamic ride operations every day, changing ride schedules and vehicle types, Etisalat was facing a significant shift in transportation demands, requiring a flexible, adaptable, and reliable system. Their main challenge was managing the new workforce dynamic that was not agile enough to instantly adapt to different ride schedules, different timings, and different fleet options. In addition to, wasting precious hours going through every transaction, pricing, and cost manually needed a reliable system that could automatically orchestrate the whole operation while saving time and effort.

## Results



## Solution

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### Optimized routes & fleet Mix

Optimized routes and fleet mix to achieve high fleet utilization

### Real-Time tracking and invoice reconciliation

To plan shifts & track all rides in real-time without any manual touch points.



### Dynamic capacity adjustment Pre/Post Covid

To comply with COVID safety guidelines.

### 365/7/24 Omni-Channel Support

To endure optimal operations and in-ride employee experience