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EGYPT



PUBLIC AWARENESS STRATEGY FOR THE EGYPTIAN CREDIT BUREAU FIRST DRAFT

EGYPT FINANCIAL SERVICES PROJECT
TECHNICAL REPORT #65

March 2006 - July 2006

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DATA PAGE

Submitted by: François-Jude Pépin, Deputy Chief of Party
Egypt Financial Services (EFS) Project
4 Hayet El Tadrees Square
Dokki, Cairo, Egypt
Tel: (20) 2 762-6140 Fax: (20) 2 762-6150
www.egyptfs.com
Contract No. 263-C-00-05-00003-00

Submitted to: EFS CTO: Paul Bruning
EFS DCTO: Ingi Lotfi
Private Sector Programs
Office of Policy and Private Sector
USAID Mission to Egypt

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KRA: KRA 4.3.3

Activity: Assist the CBE & ESTEALAM to develop a public awareness strategy

Author: Marian Mishriki – Task Leader
Karen Roland – Manager, Communications, Training, IT and Performance Monitoring

With contribution from :
Dr. Erik Abbott – Performance, Monitoring, Evaluation, and Communications Specialist
Eng. Ibrahim Sabri – EFS Senior IT Advisor

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ACRONYMS

AI	Appraisal Institute
ABS	Asset-backed Securities
BDA	Bond Dealers Association
CAPMAS	Central Agency for Public Mobilization and Statistics
CASE	Cairo and Alexandria Stock Exchanges
CBE	Central Bank of Egypt
CMA	Capital Market Authority
CRA	Commercial Registry Authority
CTO	Cognizant Technical Officer
EAA	Egyptian Appraisers Association
EBA	Egyptian Bankers Association
ECMA	Egyptian Capital Market Association
EFS	Egypt Financial Services Project
EHFC	Egyptian Housing Finance Company
EIMA	Egyptian Investment Management Association
EISA	Egyptian Insurance Supervisory Authority
EJA	Egyptian Judges Association
ELA	Egyptian Lawyers Association
EMBA	Egyptian Mortgage Brokers Association
ESA	Egyptian Survey Authority
EREA	Egyptian Real Estate Association
ERESA	Egyptian Real Estate Surveyors Association
GAFI	General Authority for Free Zones and Investment
GOE	Government of Egypt
IFS	International Federation of Surveyors (Egypt Chapter)
IPF	Investors Protection Fund
KRA	Key Results Area
MBA	Mortgage Bankers Association
MCDR	Misr for Clearing, Depository, and Registry
MFA	Mortgage Finance Authority
MLS	Multiple-listing Service
MSAD	Ministry of State for Administrative Development
MOF	Ministry of Finance
MOH	Ministry of Housing
MOJ	Ministry of Justice
MOI	Ministry of Investment
MOU	Memorandum of Understanding
NASD	National Association for Securities Dealers
NIB	National Investment Bank
PGF	Payment Guarantee Fund (Guarantee Fund)
PIN	Parcel Identification Number
SEC	Securities and Exchange Commission
SII	Securities and Investment Institute
UCD	Universal Cadastral Database
UNCITRAL	United Nations Commission on International Trade Law
USAID	United States Agency for International Development
YEBA	Young Egyptian Bankers Association

TABLE OF CONTENTS

DATA PAGE	i
ACRONYMS	ii
TABLE OF CONTENTS	iii
Introduction	1
PART ONE: COMMUNICATION WORK PLAN	2
1.1 Members	2
1.2 Consumers	16
1.3 Fact Sheet	29
PART TWO: WEBSITE DESIGN, TECHNICAL CONTENT AND REQUEST FOR PROPOSAL	31
2.1 Website design, Phase one:	31
2.2 Website Technical Content	32
2.3 Request for Proposal	52
2.4 Recommended Steps for Distributing the Website RFP and Proceeding with Website Development	58
2.5 List of Web developers	59
ATTACHMENTS:	60
Attachment A: Macro Plan	60
Attachment B: PowerPoint Presentation to ESTEALAM, Marian Mishriki, March, 2006... ..	66
Attachment C: Comments on Communication Work Plan, Eric Abbott, May 08, 2006.	85
Attachment D: Thoughts about proposed Credit Bureau training/communication plan development, Eric Abbott, May 19, 2006.	88
Attachment E: Call Center Proposed Action Plan:	90
Attachment F: Request For Proposal Call Center	92

Introduction

This report represents a collection of materials that EFS provided to ESTEALAM over the past months. It is also a working document that is subject to continuous change. Over the past months, EFS has had regular meetings with the ESTEALAM team and has discussed most of the contents of this report. EFS has not obtained feedback on some of the sections such as the technical content for the website. As EFS continues to provide technical assistance in the area of public awareness, of private sector credit bureau, and protection of consumer rights, in addition to support to ESTEALAM during the implementation, this document will change.

PART ONE: COMMUNICATION WORK PLAN

1.1 Members

1. General

The Egyptian Credit Bureau “The Bureau” is Egypt’s first comprehensive consumer Credit Bureau.

The Bureau is an initiative driven by 28 banks/financial institutions operating in Egypt to provide credit providers (banks, non bank financial institutions, suppliers of goods & services) with services that enable them to improve lending decisions and to make them expediently and more objectively.

The establishment of the Bureau will have major positive impact on facilities grantors, consumer(s) of goods & services and more importantly the economy at large.

The availability of relevant information will allow the facility grantors to better access the credit worthiness of their clients. On one hand, this minimizes the risk of bad debt therefore improving profitability, and allows facility grantors to enlarge their client base and increase the volume of credit extended. On the other hand, they increase in lending to the consumers.

Increasing lending to the consumer(s) will increase the purchasing power, therefore will contribute to flourishing businesses, create more jobs, and ultimately stimulate the economy.

Public awareness of the value and benefits of having good credit files/good credit rating will motivate consumer(s) to fulfill their credit obligation(s) in a disciplined manner and improve their payment habits, therefore increasing their borrowing capacity which will allow the consumer(s) to enjoy a better quality of life.

The key to the success of the Bureau is to educate the general public, consumer(s) of goods & services, the credit grantors to clearly understand the value of keeping central records for individuals and corporations through a strong and concise Communication Plan.

2. Definitions:

- **Credit Bureau:**
Is a Central source of, factual information relating to the history and paying habits of borrowers. The Bureau makes this information available on demands to authorized facility grantors (banks, lending institutions, providers of goods & services), for a fee, to enable them to better access the credit worthiness of their existing and prospective clients.
- **Facility Grantor:**
Entities such as banks, non financial institutions, suppliers of goods & services which are in the business of lending money, or supplying goods and services on a non cash basis, i.e. granting terms of payments to facilitate the purchase of relevant services.

- **Data Provider (Member of the Bureau):**
A provider of information to the Bureau or a user of information provided by the Bureau with whom a membership agreement was signed such as banks, non banks financial institutions and suppliers of goods & services.
- **Data Subjects:**
Natural (individuals) and judicial persons who are credit applicants whose data and information are collected, maintained in credit files at the bureau and available for inquiry pursuant to these rules.
- **Consumer(s):**
Individual(s) or corporation(s) who borrows or is (are) seeking to borrow money from lending institutions, or to purchase goods & services on credit.

3. The Egyptian Credit Bureau

- **The Objective:**

To make profit through providing facilities grantors with factual information relevant to the history and payment habits of their clients or prospective clients to enable them to better access their credit worthiness **consequently minimizing the risk of bad debt.**

In the process, educating the general public of the value and benefit of owning a good credit file/rating, therefore, plays a major role in changing and modifying the behavior and culture of the borrower, **consequently enhancing the Credit Industry.**
- **The Mission:**

The Bureau's fundamental obligation is to generate "*TRUST*" among its' Members and the Consumer(s).

To be perceived to be not only "*trustworthy*", but also "*effective*" in introducing changes to the Egyptian credit Culture

To handle the information base with care and diligence, protect consumer privacy, and abide to all business ethics and regulations.

The Bureau's "*neutral*" stand will be based upon the experience of an internationally respected and widely recognized technical service provider.
- **The Values:**

The Bureau's corporate values are based on ensuring the highest levels of integrity, trust, ethics, and confidentiality in all our business conducts.

4. Objective - Communication Program

The success of the Bureau lends largely on the ability of the Bureau to educate members, consumer(s) and the market at large to the value and benefits to all parties concerned of having a central source of information and a credit file on all consumer(s).

The objective of the Communication Program is to clearly spread the general awareness of the value and benefits of the Bureau, and the specific awareness to the Members and the Consumer(s) of how to utilize the services provided by the Bureau to do better business, or have better quality of life.

The time frame of achieving this objective commences with the signing of the Bureau Foreign Technology & Know How Partner, and until the launch of the services, and will continue thereafter, on an as-needed basis.

This document provides a working communication program for the Bureau to support it in its initial communication activities. The document includes relevant communication objectives, audiences, key messaging, and tactics for outreach activities of Egypt's upcoming credit bureau. The document should be evolving and periodically amended as developments take place.

Communication Objectives

- Set the market expectations of this project
- Segment the stakeholders and deal with their concerns
- Expand the membership base of the Bureau
- Educate the market about the benefits of credit bureaus
- Provide consistent and credible messages
- Avoid negative publicity from the start

5. Target Audience

Industry/bank/businesses

- Banks
- Non-bank financial institutions falling under the Ministry of Investment
- Microfinance institutions/Social Fund for Development
- Private sector entities: Suppliers of goods & services, housing developers, mobile companies, sellers of consumer durables, others

Government

- Regulators
- Egyptian Ministries and Public authorities

The Press

- Newspapers
- Specialized magazines

6. Communication Methods:

Printed Materials

Fact sheet/educational information booklet
Website materials and Website Design: A clean, easy-to-use website offering information to Businesses and Consumers

Events

A launch evening event targeting the Bureau stakeholders and other Banks/Financial institutions (mainly banks—Central Bank, MOI): Estimated number of participants 200 persons. Presentations will be delivered by ESTEALAM officials, Central Bank of Egypt about future activities, and

respond to questions from the industry. USAID/EFS can provide an introduction to the event.

Press Releases (regular), Meetings & Events

- Monthly/ regular press releases, can be posted on the Bureau's website
- Preparation of anticipated questions and answers to be also done on a monthly basis, at least in the first year
- One-on-one meetings with prominent newspapers
- Media events to be arranged periodically: first event to be arranged same day or the day following the press event
- Officials from the Bureau can deliver presentations and answer press questions. Consultants, other experts can be also invited to attend to address the media. Estimated number of attendees from the press for the first event would be around 50-70.

Front Line Public Contacts Training

Communicate with banks, financial institutions to train front line public contacts, such as credit officers, branch managers to start introducing credit seeker to the eventual existence of the credit bureau and the required approval for forwarding the information.

Obtain a list of addressees (executives as well as lower level) from banks who wish to receive and or is beneficial for them to receive monthly bulletin regarding the Bureau.

Involve a focus group from the addressees representing the various banks to evaluate the reaction/support of the members as well as consumer(s).

Training Events

Industry training is needed in terms of how credit bureau systems work, how to collect data and enter it into the system, and how to access the system

Seminar on regulations/ consumer protection to be delivered by Federal Trade Commission (U.S. regulator of credit bureaus) in July 2006. Prime target participants are the Central Bank of Egypt and the Bureau executives.

One-on-One Meetings with Stakeholders

Meetings with Associations: Opportunity to address a large audience at the same time. Examples are:

- Egyptian Union of Banks
- Egyptian Capital Market Association
- Egyptian Network for Microfinance Institutions
- Egyptian Insurance Federation
- Egyptian Mortgage Association
- Leasing Association

Individual Meetings: With potential future members of the Bureau:

- Banks
- Insurance companies
- Financial leasing companies
- Investment banking firm
- Microfinance institutions

Meetings with government/regulators:

- Ministry of Investment and related authorities
- Ministry of Interior/ Ministry of Administrative Affairs
- Public Authorities

Workshops/Seminars/ Panel Discussions

A series of one-day workshops/round table discussions in 2006/2007 targeting specific audiences:

- Microfinance institutions
- Banks
- Government agencies
- Panel discussion with a sample of private sector suppliers of goods and services (8-10 companies) representing housing developers, sellers of consumer durables, mobile operator and others

Manuals

These will explain what to do and how the system works

Telephone (Call Center at the Bureau)

Outsourcing, number of seats, time, etc. Refer to appendix B for details.

7. MESSAGES

A. Industry/bank/businesses

What is the business objective of the Bureau?

- The Bureau is a service-oriented credit bureau. The Bureau is not a decision-making body, only an information provider.

When does the Bureau expect to be in the implementation phase?

- The Bureau expects to be in the implementation phase by the second quarter of 2007.

What type of data will be accessible at the Bureau?

- The Bureau will start by accessing the database that is available at the Central Bank of Egypt.
- Through an interface with the Central Bank, the Bureau will be able to access all available information on names that are reported to the Central Bank as per the minimum reporting amount set by the board of the Central Bank. All information on natural persons will be available including negative lists. The Bureau will also be able to access information on corporate borrowers, if less than or equal to L.E one million, available with the Central Bank of Egypt. The one million is used as a proxy for a definition of small and medium enterprises.
- As this is a development project the Bureau will, over time, add other databases from other market sources and will improve the quality and type of databases.

What protects the credibility of data in the credit bureau system?

- The Bureau does its best to collect data from sources that are reliable and follows reasonable procedures in doing so, however it does not provide guarantees as to the accuracy, completeness, timelessness of the data

Can anyone become a member?

- In the initial phase, membership will be open to legal entities only (i.e. corporates) and not individuals. At a later phase, membership may apply to individuals who are credit providers. For the time being an individual (i.e. a non-legal entities) who is a credit provider may request its customer/applicant to obtain his/her own credit report from the credit bureau and provide it for credit assessment.
- Membership is normally based on the principle of reciprocity. It is only fair that data providers should be also users of the Bureau database.
- Members will be accepted if they meet the eligibility criteria that are established by the credit bureau. The Bureau is open to consider all requests for membership. Before approving a member, the Bureau will conduct a due diligence study since it has an obligation to follow, to the best of its ability, reasonable procedures in ensuring that its sources of information are accurate, complete and timely and that the members have purposes to request the credit reports.
- The Bureau strives to increase its membership base by including non bank entities, in addition to banks and will conduct its due diligence on potential interested entities to qualify them as information providers and users
- All members will be treated equally in the sense that the Bureau will build trust among its members by providing the same quality service and equal treatment.

What is the cost of membership?

How can my bank or business report or receive data pertaining to credit activities from the credit bureau?

- The Bureau is flexible to allow for different mediums and communication methods that the members can use based on their technological level.

What type of data is required?

- Personal data and data related to payment habits. The bureau can provide in detail the data format required by the members

How can I use credit bureau information to benefit my business or bank? How can this data be used to make intelligent decisions about whether or not to extend credit to a borrower?

- The Bureau will explain the contents of the credit report and will provide a definition of the terms used as well as how to read and use the information. However this does not mean that users should not make their own credit analysis independently from the Bureau. They can factor in the

credit report and the credit score into their own analysis and decision making process.

How is data privacy protected? What rights do I have as a business or bank?

- The Egyptian Constitution and laws respect the private lives of persons and this extends to their personal information. This makes Egypt no different from other countries. The Bureau and its members are obliged to abide by the laws
- The general principle is that persons will give their consent to provide their data to the credit bureau and inquiries to be made about them, unless such consent are waived as per in the laws.
- The information in the credit bureau is private, confidential and secret and will be treated as such by the credit bureau and its members.
- Information about persons is released only if users have a permissible purpose as defined by Central Bank of Egypt regulation. This means that information about good and bad borrowers will not be released unless they have requested credit from a bank or another credit provider.

What rights do consumers have? What kinds of information/consent forms/contracts do I need to use?

- Consumer rights are protected. They have the right to know what information is reported about them and who inquired about them.
- All non bank entities have to obtain the consent of their customers in writing before sending their information to the credit bureau and before making inquiries. They also have to keep the consents on file for a number of years.
- For banks, mortgage finance and financial leasing companies, if inquiries are related to existing debt of customers, it is not a requirement that they obtain their customers consent. Otherwise, they have to. Some financial institutions may feel more comfortable, following old practices, in continuing to obtain such consents anyway especially since the financial institutions may also like to inquiry from market sources other than the Bureau.
- If consent is obtained they have to be maintained on file for a number of years.

How should confidentiality of the credit bureau data be protected and managed?

- This is a requirement by law and the regulations of the Central Bank of Egypt. All executives at the Bureau are bound by codes of conduct/ethics. They see the information on a need to know basis only. All members also are obliged to the confidentiality principle.

What is the potential liability of a business or bank that uses credit bureau information to make a financial decision?

- A business or bank has freedom in the way that they use the credit information. Even if there is nothing negative in the credit report, there is no obligation to the bank to provide credit. Also different banks may have different cut off scores or may even have different scoring systems.

To what extent is the Bureau liable for the credit report that it provides?

- The Bureau is like an agent merely collecting information from different sources and providing it to credit providers who use that information.
- The Bureau is not liable for the information that it provides or for the credit decisions which rely on such information. The Bureau does not provide recommendations.
- Its responsibility is confined to its own processing system.

What is the role of the Central Bank of Egypt?

Central Bank is the licensor, regulator of credit bureaus in Egypt and has responsibility for regular oversight which is on the Central Bank website. The Central Bank board has approved rules and regulations for operating credit bureaus. They represent minimum requirement and were set in line with best practices for credit bureaus world wide.

1. Expected Challenges by Industry groups and Suggested Replies

Banks

Isn't reporting to two entities, CBE & the Bureau, duplication and is a burden to the banks?

What is the value added by the Bureau if the banks can get the same information from the Central Bank database? The quality and type of information that will be provided by the Bureau will be different. In addition, The Bureau will also provide information collected from other sources such as private entities and courts (legal information). Value added services, such as credit scoring will also be provided in the future.

Will there be a need for investigation departments of banks? The credit bureau will provide factual information. Investigation departments of banks can continue to collect information on customers related to their reputation from their neighbors and relatives, etc. The investigation department staff can be highly trained to provide other support services to their banks or transferred to other departments that sell products and services.

Non-Bank Entities

Will non bank entities have the same equal treatment as banks? As long as non bank entities provide information to the credit bureau, they will have access to the same information that is available.

What kind of credit report will be provided to the non bank entities? Initially, the credit bureau will provide information available from the Central Bank which non bank entities were not able to access before. With time, and as information providers make changes in their own systems, the credit report will include more and better information.

Will the cost of an inquiry be the same as banks? Basically, yes. The Bureau also can develop a system which reduces the cost of an inquiry to a member with more inquiries made.

Can the Bureau produce a credit report based on our own informational needs? For example, insurance claims made by customers of insurance companies. The Bureau will be willing to consider special requests based on market need.

Ministries and Public Authorities (Public Records)

Providing identity numbers is an issue of national security for the Ministry of Interior, and should not be automatically provided by the Ministry of Interior cooperate? Forming relations between the Bureau and the Credit bureau helps both creditors and the Ministry of Interior detect identity fraud. Money laundering is also another situation where both can cooperate. In addition, the Ministry may like to be notified with change in addresses. There are many areas that can be of mutual interest.

What's in it for Public Utilities? Why should they provide their databases?

The Press

Does the credit bureau violate persons' secrecy confidentiality and their right to privacy (consumer rights)? No, the information dealt with is still treated confidentially. Information is released when a consumer requests a loan or any form of credit if that customer authorized it or if allowed by law

B. Tactical Plan, Priorities and Time Frame

1. Key points to keep in mind

- Set expectations low. Raising market expectation and then not fulfilling them will result in loss of credibility.
- Awareness is low. It will take time to let potential members fully understand the credit bureau concept.
- The Bureau should first start by educating and targeting industry/banks/businesses who can, in turn, educate their own customers.
- When targeting consumers, target A & B classes first then later C class.

2. Suggested Tactical Approach

Short run

- Develop capacity of the Bureau by hiring a communication specialist/ consumer protection officer and provide training.
- Approach banks and non banks at the same time. Non bank members will add value to the information in the credit bureau whereas banks will be encouraged to use the credit bureau once they see the value added.

3. Time and Priorities

Refer to

C. Evaluation of the Communication Program

Evaluation of Communication with industry/businesses/banks

- Identified challenges
- Number of businesses becoming members
- Number of credit bureau checks carried out

Impact studies in terms of business/banks – assessment of financial or sales benefits to banks and industries of using a credit bureau.

APPENDIX A: ACTIVITIES and TIME PLAN

Activity	Time of completion	Resources
Finalization of the communication work plan		
Board approval		
Website design and technical content		
Request for proposal write up		
Website development		
Launch event (200 persons)		
First media event (50-70)		
Educational materials: Technical content		
Focus group: banks/industry/businesses		
Focus groups: consumers		
Educational materials: Design, cost & time estimates of printing, select printing houses,		
Educational materials: Printing and distribution		

Capacity building of
consumer protection
officer/public awareness
specialist: training event

Panel discussion:
suppliers of goods and
services (8-10 companies)

Egyptian Union of Banks

Egyptian Insurance
Federation

ECMA: Egyptian Capital
Market Association

Egyptian Network of
Microfinance institutions

Leasing Association

Egyptian Mortgage
Association

Appendix B: Call Center (Contact Center) Service:

As the credit offered to consumers and businesses grows, the more contact with the public and potential members will be expected. Most of the calls will be inquiring about a certain service and receiving a straight forward response. In general, the Bureau staff will not have the time to respond to all these calls. A Call Center Service may be required for the Bureau to streamline the customer service activity.

A call center is a central place where consumers' and other telephone calls are handled by a service provider with some amount of computer automation facilities.

Benefits of a Call Center Service

The call center will insure that no call is missed, provide more effective public feedback to the Bureau, and provide standardized level of service to the consumers and market participants. It also keeps the Bureau staff concentrating on their main line of business.

It is highly recommended that a call center service be contracted before starting a public awareness campaign. It is expected that huge number of calls will be received after the campaign, which the Bureau will not be able to handle.

Outsourcing Call Center Service

In the initial stages, the call center service is to be outsourced at a call center service provider. A low number of seats as well as a limited work schedule may be contracted (e.g. xx seats, xx days a week, xx hours a day). It is expected that many consumers will call after work hours.

Outsourcing this service will reduce investment and operation costs, and facilities needs. Outsourcing will relieve the Bureau from the technicalities behind acquiring and maintaining a call center.

A skilled call center is needed to perform the needed services. A skilled call center resolves large numbers of incidents, allowing only a limited number to be escalated to the Bureau staff.

The skilled call center should be able to receive and respond to the e-mail or web inquiries.

As the market expands, the contracted number of seats and the work schedules could increase. It is expected that the Bureau may receive calls from consumers calling from abroad, sometimes from different time zones. In this situation, a 24x7 working schedule may be required.

Initially, Arabic speaking operators are required in the first stage. The need for a multilingual call center service will be studied later. If it is anticipated that calls might be received from people who speak foreign languages, then few seats could be reserved for that purpose.

It is difficult to estimate the workload of the call center, but having this service outsourced allows the Bureau to adjust the contracted number of seats and/or work schedules according to the workload.

In the future, the Bureau could conduct a cost/benefit analysis to determine the feasibility of hosting the call center in-house.

Hosting the call center service in-house will require:

- Well equipped facilities
- Call center hardware and recording equipment (if needed)
- Call center software
- Operators to answer the calls
- Supervisors to supervise the operators
- Managers to manage the center
- Telephone lines
- CTI (Computer Telephony Integration) system
- Operation and business continuity manuals

The Bureau should prepare call scenarios, i.e. the Bureau should list all the expected inquiries and all the possible answers. This has to be prepared in advance before contracting a call center service provider.

The call center service provider should be able to escalate the inquiries that could not be answered according to the existing scenarios to a Bureau specialist who should be able to respond to the inquiry. The Bureau should analyze all the inquiries that are escalated to the Bureau and decide about including them in the standard scenarios.

The call center may have limited access to the Bureau data center through the Bureau portal (when established). The call center should be able to receive complaints and dispatch them in a special electronic form to the Bureau.

The call center service provider should be able to report to the Bureau the following:

- Total number of received calls
- Number of received calls classified by type of inquiry
- Number of received calls distributed by time / day of week
- Number of unanswered calls
- A list of inquiries not available in the provided scenarios

The call center should post a voice message to inform callers calling off schedule about the normal work schedule.

Call center response time should not exceed 5 minutes or else consumers will become frustrated.

1.2 Consumers

1. General

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The availability of relevant information will allow the facility grantors to better access the credit worthiness of their clients. On one hand, this minimizes the risk of bad debt therefore improving profitability, and allows facility grantors to enlarge their client base and increase the volume of credit extended. On the other hand, they increase in lending to the consumers.

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In the process, educating the general public of the value and benefit of owning a good credit file/rating, therefore, plays a major role in changing and modifying the behavior and culture of the borrower, **consequently enhancing the Credit Industry.**

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To handle the information base with care and diligence, protect consumer privacy, and abide to all business ethics and regulations.

The Bureau's "*neutral*" stand will be based upon the experience of an internationally respected and widely recognized technical service provider.

The Values:

The Bureau's corporate values are based on ensuring the highest levels of integrity, trust, ethics, and confidentiality in all our business conducts.

4. Objective - Communication Program

The success of the credit bureau depends largely on the ability of the Bureau to educate Members, Consumer(s) and the market at large to the value and benefits to all parties concerned of having a central source of information and a credit file on all Consumer(s).

The objective of the Communication Program is to clearly spread the general awareness of the value and benefits of the Bureau, and the specific awareness to the Members and the Consumer(s) of how to utilize the services provided by the Bureau to do better business, or have better quality of life.

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Communication Objectives

- Set the market expectations of this project
- Expand the membership base of the Bureau
- Educate the market about the benefits of credit bureaus
- Provide consistent and credible messages
- Avoid negative publicity from the start

5. Target Audience

Consumers

University Students
A, B & C+ social classes with earnings greater than LE 4000/month

6. Communication Methods:

Printed Materials

Fact sheet/educational information booklet
Website materials and Website Design: A clean, easy-to-use website offering information to Consumers

Events

A media education event targeting the Press to convey messages to the Consumers about the Bureau and about changing habits in an evolving credit society.

Press Releases (regular), Meetings & Events

- Monthly/ regular press releases, can be posted on the Bureau's website
- Preparation of anticipated questions and answers to be also done on a monthly basis, at least in the first year

Front Line Public Contacts Training

Involve a focus group from the addressees representing the various banks to evaluate the reaction/support of the members as well as consumer(s).

Data Subjects /Consumer Focus Groups

Prior to launch, pre-test contracts, brochures and other materials to see if consumers can correctly understand their messages. Use focus groups for this purpose.

Telephone (Call Center at the Bureau)

Outsourcing, number of seats, time, etc. Refer to appendix C for details.

7. MESSAGES

D. Consumers

2. Individual's profile

The people who need information here are those who become involved in credit bureau checks. They are individuals who want to buy houses, cars, large capital items, travel, etc. They are also individuals who use credit cards. In EFS project, A, B and C+ social classes were targeted, as they have the level of disposable income that is likely to involve them in purchases that might involve credit bureaus. They are generally senior managers or professionals with university degrees and an income in excess of LE 4000/month; if they already own a home, they are likely to have purchased it with cash or developer/owner credit.

3. Initial expected reaction to the Bureau

As per a 2005 EFS report on Cairo flat/house owners and potential owners (see Appendix A), consumers appear to be relatively positive about the possibility of an Egyptian credit bureau. They even supported credit checks of their finances if this would translate into a greater likelihood to qualify for a mortgage or get a better interest rate. The same report indicates a need to focus initially on educating the higher income classes of the Egyptian population.

4. Legal entities profile

They are entities with borrowings of L.E one million or less as indicated by their positions with the Central Bank of Egypt. They are small and medium enterprises.

5. Consumer Key Components

- What is a credit bureau?
- Why might a credit bureau be beneficial to me or other consumers?
- How does a credit bureau work? [Important concept that a credit bureau does not make judgments; it only collects and passes along information. Banks or businesses make their own judgments based upon the data provided].
- How am I informed that information about me or my financial transaction will be collected by a credit bureau?
- How are my rights protected? What if I want to know what the credit bureau says about me?

6. Consumer Education

Please refer to appendix B which provides a simple brochure for consumer education to be developed further

Basic consumer education should cover the following:

What is a credit bureau?

- A credit bureau collects information about people's and businesses' transactions done on credit, meaning via borrowing money from an

institution, whether it be from the financial sector via a bank loan, credit card, or from the non-financial realm via suppliers of goods or services. It then makes this information available to eligible members for assessing your credit risk.

- Everyone needs to understand credit, credit records/ratings, and the credit bureau, since all Egyptians have a call to action to establish an active, clean credit record.
- Credit bureaus have operated successfully for decades in developed countries.
- The Bureau is collecting data now and is expected to be in the operational phase in the second quarter of 2007.

Why might a credit bureau be beneficial to me or other consumers? Why is the credit report important?

It is important to establish a credit history and start making all your payments on time to build up a good credit rating.

The technology system of credit bureaus identifies disciplined borrowers. These individuals and corporates (mainly small- and medium-enterprises) are then entitled to borrow at lower interest rates than other customers whose past credit history is not as disciplined.

How does a credit bureau work?

The credit bureau does not make judgments, recommendations to credit providers; it only collects and passes along information. Banks or businesses make their own judgments based upon the data provided by the credit report. They also make their own independent studies. Organizations that access your credit information set their own guidelines as to what constitutes a risky borrower and input their own credit requirements into the system.

Credit scores provided by credit bureaus are generic scores. This is free from human intervention. In other words, the computer generates output based on inputted information.

How am I informed that information about me or my financial transaction will be collected by a credit bureau?

Data subjects can request their report directly from the Bureau or through authorized members of the Bureau.

How are my rights protected? What if I want to know what the credit bureau says about me?

- Egypt's new credit bureau is neutral, private. The information at its end is collected from sources that are deemed by the Bureau to be reliable.
- In the event of inaccurate information, disputes will be handled with care, trust, and good faith.
- Data subjects will be informed about their rights, when their information is provided to the credit bureau.
- The Bureau protects consumer's rights. Consumers are encouraged to request and review their credit report to identify any errors in the

information, or inquiries made not as per permissible purposes or identity theft.

E. Tactical Plan, Priorities and Time Frame

4. Key points to keep in mind

- Set expectations low. Raising market expectation and then not fulfilling them will result in loss of credibility.
- Awareness is low. It will take time to let potential members fully understand the credit bureau concept.
- Credit bureau should first by educating and targeting industry/banks/businesses who can, in turn, educate their own customers.
- When targeting consumers, target A & B classes first then later C class.

5. Suggested Tactical Approach

Short run

- Develop capacity of ESTEALAM by hiring a communication specialist/ consumer protection officer and provide training.

Medium- to long-run

- Consumer education to follow industry/bank/business education
- Educate university students with pamphlets, speakers, general information about credit. Eventual incorporation of credit bureau and financing into the curriculum is possible.

6. Time and Priorities

Refer to

F. Evaluation of the Communication Program

Evaluation of communication with consumers

- One year following launch, consumers involved in major purchases that would involve credit checks can be systematically surveyed to determine what they know about the system, and their attitudes toward credit bureaus.

Appendix A: Consumer Attitudes about Credit Bureaus

The following information is taken directly from a May 2005 report by EFS short-term consultant Eric Abbott, entitled "Knowledge, Attitudes and Behaviors of Cairo Flat/House Owners and Potential Owners: A Baseline Survey".

Because very few Egyptians would understand the concept of a Credit Bureau right now, all respondents were read the following definition: "In many countries, before a mortgage is granted to someone to buy an apartment or house, a credit bureau checks their credit-worthiness by examining how they paid off past debts and how much debt they have. Those who have good credit ratings are more likely to be approved for a mortgage, have a mortgage that is larger in value, and a lower interest rate."

After reading the definition, respondents were asked two questions:

1. Based upon this information, how would you feel about the establishment of a credit bureau in Egypt?

Strongly in favor	67%
Somewhat in favor	25%
Neither favors nor opposes	3%
Somewhat opposed	4%
Strongly opposed	2%

2. Would you be in favor of a credit bureau investigating your own personal finances if the result might be a greater chance for qualifying for a mortgage or one with a lower interest rate?

Strongly in favor	61%
Somewhat in favor	25%
Neither favors nor opposes	4%
Somewhat opposed	4%
Strongly opposed	6%

These results suggest that potential Egyptian buyers would be very positive about the creation of a credit bureau and an evaluation of their own personal finances if it would result in approval of a mortgage or lower interest rate for them.

"Respondents were surprisingly positive about the possibility of the creation of a credit bureau in Egypt. Even when they were told that it would mean there would be a credit check of their finances, they were strongly in favor if it would mean that they might qualify for a mortgage or one at a lower interest rate. This suggests that if respondents understand the potential benefit for themselves of a credit bureau, the great majority are in favor of it."

APPENDIX B: Credit Bureaus: Their role in your financial future

A credit bureau could be a really good thing for you. It is part of a financial system that is designed to reward people who pay their bills on time. How might you be rewarded? Those who pay their bills on time can expect to be approved for mortgage loans for homes as well as commercial loans for cars and other major purchases. And they often receive lower interest rates on their homes, cars and credit cards because banks know that they are good credit risks – they will pay their money back in full and on time. This booklet is designed to explain the basics of how credit bureaus work, and to prepare you for how things might change when a credit bureau begins operating in Egypt soon.

What is a credit bureau?

A credit bureau is a business that is designed to collect and report information about individuals – their credit histories of whether or not they pay their bills on time. Credit bureaus report this information only to authorized banks or businesses. They don't make judgments about who is a good credit risk or a bad one; they just report the credit information they have collected. It is the responsibility of the banks or businesses receiving the information to interpret the results.

When will we have a credit bureau in Egypt?

Egypt's first credit bureau, which has been created by representatives of 28 financial institutions, will likely begin official activities in 2006. The private business, known as the Bureau, received an initial approval for operations from the Central Bank of Egypt in August, 2005. In February, 2006, the CBE approved rules and regulations for its operation.

How does a credit bureau work?

Let's take an example of how a credit bureau works. Suppose you have a credit card and you want to take a trip to Paris. When it's time to pay for your ticket, you present your credit card and the airline employee swipes your card through their machine. The transaction is recorded by the credit bureau. Later, when you pay your credit card bill, this is also recorded. People who use credit cards or take out loans and always pay them back are classified as "good" credit risks. Banks and businesses like to lend to these people because they know they will get their money back. Because banks can avoid the expense of trying to collect from people who don't pay, they can afford to give these people lower interest rates on loans. Credit card companies also give lower interest rates to customers with good credit ratings who pay their bills on time.

The role of a credit bureau is to help banks and businesses sort out who these "good" credit risks are. Conversely, people with a history of not paying back their loans in full on time have this information recorded. Credit bureaus focus less on a person's immediate financial situation and more on historical payment habits, i.e. your financial performance over a period of years. For example, suppose you have a large debt that you haven't paid off on time. Finally, you are able to pay it off, and you have no debt. Simply paying off your debt doesn't make you a good credit risk overnight. For a period of time, the credit bureau will still keep records indicating that for a period of time you did not pay your debts on time and public record information such as bankruptcy. After the period of time ends, your old credit history is deleted and replaced by your newer and better credit history.

Egyptians Support the Idea of a Credit Bureau

In March 2005, 500 Cairo flat owners and potential flat owners were surveyed. Sixty-seven percent said they were “strongly in favor” of the establishment of a credit bureau in Egypt. And 61% said they would be in strong support of a credit bureau investigating their own personal finances if it might lead to them becoming eligible for a mortgage or a lower interest rate.

Protection of Privacy

The Central Bank of Egypt has the responsibility for regulating the activities of the credit bureau to ensure accuracy of information and protection of the individual rights of citizens. Your information will be dealt with in confidence and will be released to the users to whom you applied for credit and as per laws and regulations

Consumer Rights

Individual citizens can check their credit status and reports. If you believe your credit report is not accurate, there will be a mechanism for challenging your report and correcting it. However, you cannot change your credit report on your own.

APPENDIX C: ACTIVITIES and TIME PLAN

Activity	Time of completion	Resources
Finalization of the communication work plan		
Board approval		
Website design and technical content		
Request for proposal write up		
Website development		
Launch event (200 persons)		
First media event (50-70)		
Educational materials: Technical content		
Focus group: banks/industry/businesses		
Focus groups: consumers		
Educational materials: Design, cost & time estimates of printing , select printing houses,		
Educational materials: Printing and distribution		
Capacity building of consumer protection officer/public awareness		

specialist: training event

Panel discussion: suppliers
of goods and services(8-
10 companies)

Egyptian Union of Banks

Egyptian Insurance
Federation

ECMA: Egyptian Capital
Market Association

Egyptian Network of
Microfinance institutions

Leasing Association

Egyptian Mortgage
Association

Appendix D: Call Center (Contact Center) Service:

As the credit offered to consumers and businesses grows, the more contact with the public and potential members will be expected. Most of the calls will be inquiring about a certain service and receiving a straight forward response. In general, the Bureau staff will not have the time to respond to all these calls. A Call Center Service may be required for the Bureau to streamline the customer service activity.

A call center is a central place where consumers' and other telephone calls are handled by a service provider with some amount of computer automation facilities.

Benefits of a Call Center Service

The call center will insure that no call is missed, provide more effective public feedback to the Bureau, and provide standardized level of service to the consumers and market participants. It also keeps the Bureau staff concentrating on their main line of business.

It is highly recommended that a call center service be contracted before starting a public awareness campaign. It is expected that huge number of calls will be received after the campaign, which the Bureau will not be able to handle.

Outsourcing Call Center Service

In the initial stages, the call center service is to be outsourced at a call center service provider. A low number of seats as well as a limited work schedule may be contracted (e.g. xx seats, xx days a week, xx hours a day). It is expected that many consumers will call after work hours.

Outsourcing this service will reduce investment and operation costs, and facilities needs. Outsourcing will relieve the Bureau from the technicalities behind acquiring and maintaining a call center.

A skilled call center is needed to perform the needed services. A skilled call center resolves large numbers of incidents, allowing only a limited number to be escalated to the Bureau staff.

The skilled call center should be able to receive and respond to the e-mail or web inquiries.

As the market expands, the contracted number of seats and the work schedules could increase. It is expected that the Bureau may receive calls from consumers calling from abroad, sometimes from different time zones. In this situation, a 24x7 working schedule may be required.

Initially, Arabic speaking operators are required in the first stage. The need for a multilingual call center service will be studied later. If it is anticipated that calls might be received from people who speak foreign languages, then few seats could be reserved for that purpose.

It is difficult to estimate the workload of the call center, but having this service outsourced allows the Bureau to adjust the contracted number of seats and/or work schedules according to the workload.

In the future, the Bureau could conduct a cost/benefit analysis to determine the feasibility of hosting the call center in-house.

Hosting the call center service in-house will require:

- Well equipped facilities
- Call center hardware and recording equipment (if needed)
- Call center software
- Operators to answer the calls
- Supervisors to supervise the operators
- Managers to manage the center
- Telephone lines
- CTI (Computer Telephony Integration) system
- Operation and business continuity manuals

The Bureau should prepare call scenarios, i.e. the Bureau should list all the expected inquiries and all the possible answers. This has to be prepared in advance before contracting a call center service provider.

The call center service provider should be able to escalate the inquiries that could not be answered according to the existing scenarios to a Bureau specialist who should be able to respond to the inquiry. The Bureau should analyze all the inquiries that are escalated to the Bureau and decide about including them in the standard scenarios.

The call center may have limited access to the Bureau data center through the Bureau portal (when established). The call center should be able to receive complaints and dispatch them in a special electronic form to the Bureau.

The call center service provider should be able to report to the Bureau the following:

- Total number of received calls
- Number of received calls classified by type of inquiry
- Number of received calls distributed by time / day of week
- Number of unanswered calls
- A list of inquiries not available in the provided scenarios

The call center should post a voice message to inform callers calling off schedule about the normal work schedule.

Call center response time should not exceed 5 minutes or else consumers will become frustrated.

1.3 Fact Sheet

Who We Are

ESTEALAM is Egypt's first comprehensive consumer credit bureau. Established by an initiative of 27 banks and financial institutions with equal joint ownership, ESTEALAM, which is regulated by the Central Bank of Egypt, received preliminary approval to establish the Bureau by the Board of Directors of Central Bank of Egypt (CBE) in August 2005.

Definition

A credit bureau is a centralized repository that collects credit related information on consumers. If a consumer's status, income, and repayment history are conducive to lending this will enable the consumer to obtain a line of credit. Lending institutions, for example, utilize this information to determine if a consumer is high-risk (someone delayed in paying installments or does not pay regularly), or low-risk (someone who repays installments in a timely fashion), before denying credit or determining an appropriate amount of credit to grant the client.

Mission

Our mission at ESTEALAM is to enable the members to better assess credit risk and to educate the consumers on the importance of building good credit history and making regular payments. As we effectively introduce international best practices to the Egyptian credit culture, our corporate values are based on ensuring the highest levels of integrity, trust, ethics, and privacy. We guard our database with the utmost of care.

Objectives

Provide credit information to our members while safeguarding consumer rights.
 Improve information availability about borrowers
 Improve entrepreneurial climate via better credit access for new ventures.
 Improve accessibility to credit

Why is it Necessary

- More and better credit information
- Accurate credit risk evaluation
- Efficiency gains
- Better allocation of credit
- Lower default rates
- Lower lending rates
- Scoring

Type of Information Provided

- Demographic Information : Name, ID, Address, Birth Date
- Payment Habits: Types of Credit, Dates, Balances, Days Overdue, Monthly Payment, etc.
- Public Record Information: Judgments, Bankruptcies, Criminal/Civil Judgments, etc.

- Inquiries: Who, Date

Credit Scoring

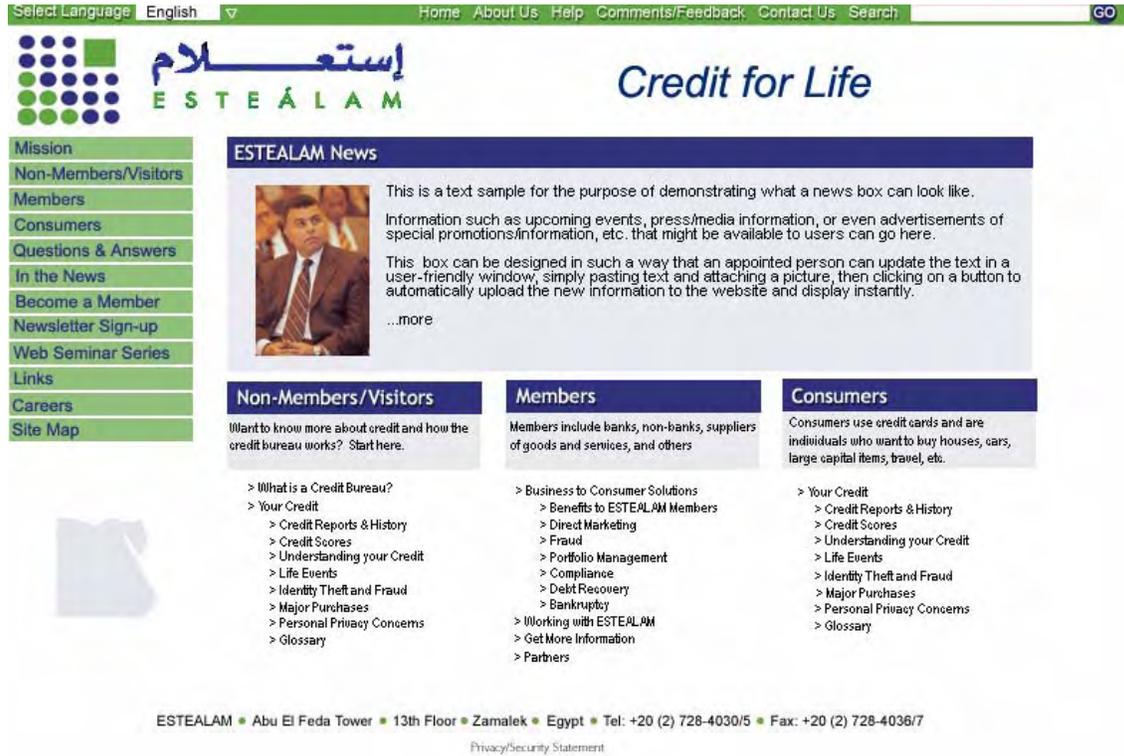
Credit Scoring is the use of personal and credit information and data in the credit file of the client to arrive at a number or “score” statistically-based and objectively applied to all consumers whose names are at the bureau to determine the degree of risk related to non-payment of the client’s future obligations. The higher the score, the lower the risk--the lower the score, the higher the risk.

ESTEALAM Staff

The Chairman, board members, directors and employees of ESTEALAM are highly-capable, efficient, and knowledgeable. Employees of ESTEALAM will only access information or data on a need-to-know basis for their work. They are forbidden to disclose any information or data about clients, be careful with using the word clients their accounts, or dealings that enable others to access them other than in the situations authorized by the law.

PART TWO: WEBSITE DESIGN, TECHNICAL CONTENT AND REQUEST FOR PROPOSAL

2.1 Website design, Phase one:



2.2 Website Technical Content

About Us

About ESTEALAM

What we do – mission

ESTEALAM collects, processes and disseminates credit related information on persons for use by credit providers.

Investment center (recent financial information & business reports)

Careers

Press Room

Help/Feedback

Site Assistance

Credit Report

Our Company

An Egyptian jointed stock company, incorporated in August 2005. Formed by 28 banks and the Social Fund for Development to operate as the first private sector credit bureau under the umbrella of the banking law. Issued capital amounts to LE 30 million.

Contact Us

Address:

Abu El Feda Tower
3 Abu El Feda St.
13th Floor
Zamalek
Egypt

Tel: +20-(2)-728-4030/5

Fax: +20-(2)-728-4036/7

www.estealam.com

e-mail: info@estealam.com

Careers

Search

Member Center

Login

Online Dispute

Is ESTEALAM responsible for the information that it provides in the Credit Report?

ESTEALAM does its best to follow reasonable procedures to obtain the data from reliable sources, but does not guarantee that the information provided is accurate, complete, correct or most up-to-date.

- ESTEALAM will not investigate complaints related to lender's credit decisions.
- ESTEALAM will not change information unless notified from the information provider.

How to Dispute

Error in Your ESTEALAM Credit Report

A client shall have the right to file a complaint if the data and information in his/her credit report are not true within 15 days of receiving the report. If a complaint is not filed during this period, the data and information shall be deemed correct and fully accepted by him/her, unless proven otherwise.

The complaint shall be submitted with attached supporting documents, and clarification of the items subject of the complaint in the credit report and the required action that is requested whether re-investigating, cancellation, correcting or adding.

If you think that there is an error in your ESTEALAM Credit Report you should start an investigation with us using one of the two methods described below.

Investigation Methods

ESTEALAM will investigate the complaint and if found not related to the correctness of data or information, the consumer will be notified within a period of maximum 10 working days from the date of receipt of the complaint. If the complaint is accepted, ESTEALAM will investigate it and undertake the necessary correction of the information and data if an operational and processing error by the company was made, or send it to the data/information provider within maximum 10 working days from the date of receiving the complaint.

The data provider has to examine the complaint received from ESTEALAM and inform it with the result of its investigation either to confirm the correctness of the data and information or correct the detected errors and send it to the company within a maximum period of 15 working days from the date of receiving the complaint.

If material changes are made to the credit report, as a result of the investigation of the complaint by the company or the information/data provider, the consumer who filed the complaint has to be notified. Notices with the changes shall be sent to all the users who made inquiries and obtained credit reports in the past three months preceding the changes.

While the complaint is being investigated, all issued credit reports will include a notice that a complaint has been filed.

If the complaint is in connection with inquiries made without purpose or without consent, the company shall recourse to the user to provide evidence that there is a permissible purpose to inquire or consent from the complainer agreeing to inquire about him/her

Telephone

A toll-free number is listed at the bottom of your online ESTEALAM Credit Report. You must have your 10-digit confirmation number to speak with a customer service representative via telephone.

Mail

ESTEALAM
Abu El Feda Tower
3 Abu El Feda St.
13th Floor
Zamalek
Egypt

No confirmation number is required on written correspondence.

You will find information on how to initiate an investigation by clicking the "Business Credit Report Dispute Information" link found at the bottom of the Web page where your business credit report is displayed.

You must be logged into [ESTEALAM website address] to view your business credit report.

Questions and Answers About ESTEALAM FAQs

- How does ESTEALAM get its information?
- How long does information remain in my ESTEALAM credit file?
- What is ESTEALAM's Privacy Policy?
- Who can access my credit report?
- What is the procedure in case of disputed accuracy?
- Learn more about ESTEALAM in the About ESTEALAM How To.
- Non-bank financial institutions

How does ESTEALAM get its information?

Primarily from the companies that have granted you credit in the past, and those with whom you have open accounts. Each creditor reports the status of your account to us according to your payment history.

The sources of data are either legally or contractually authorized to provide data and information to ESTEALAM

Here are some of the sources of our information:

- Retailers
- Banks
- Non-bank financial institutions
- Collection agencies
- Public records from courthouses across the country
- Central Bank of Egypt

How long does information remain in my ESTEALAM credit file?

All information whether positive or negative remain for 5 years.

What is ESTEALAM's Privacy Policy?

Protecting your personal information is of the utmost importance to us. The Banking law provides the legal setting for the establishment of ESTEALAM. The Central Bank of Egypt is licensor and regulator for Egyptian Credit Bureaus and has regulations and rules that organize the operation of credit bureaus and rules pertaining to exchange of information. The Central Bank takes measure to protect the interest of the general public and the members of ESTEALAM.

What is Legal/Regulatory Framework for ESTEALAM?

The Egyptian Constitution and Egyptian laws respect the private lives of persons. ESTEALAM and its members have procedures in place that ensure that a person's information is dealt with in strict confidence and in ways that guarantee their secrecy and security.

Who can access my credit report?

The rules and regulations of the Central Bank of Egypt have set permissible purposes that permit legal persons to gain access to your credit file. ESTEALAM discloses a credit file only to a person who is authorized to see it by law, has a permissible purpose or who has obtained your consent. The permissible purposes are:

- As per a court sentence, court order or arbitration
- Providing, increasing, renewing, or amending the terms of any form of credit,
- Accepting a guarantee in any form
- Determining the credit scoring of the client who is applying for the credit or reviewing the credit position to determine regularity in meeting his commitments in due dates
- As per a signed consent from the client

What is the procedure in case of disputed accuracy by consumers?

If you believe that any item of information contained in your credit file at a credit reporting company is incomplete or inaccurate and notify us of such belief directly, we will investigate the item free of charge. Based on the results of your investigation we will update the current status of the disputed information within in the 40-day period beginning on the date from which we receive the notice of the dispute from you. ESTEALAM will not be able to change the information in your credit report unless the information provider changes it and resends it to ESTEALAM.

Consumer Learning Getting Started

Today, more than ever, it's important to take control of your personal finances and your credit history. The ESTEALAM Learning Center is dedicated to giving you the facts and tips you need to take charge now.

Start exploring all of the valuable guidance the ESTEALAM Learning Center has to offer. Here are a few of the most helpful items to get you started right away. You'll find the full selection to the left.

Want to manage your credit?

These proven strategies will help you manage your credit.

Concerned about identity theft?

It's on the rise, affecting record numbers of consumers each year. This section shows you how to protect yourself.

Buying a car?

Hints that will help you get the best deal on the car that's perfect for you.

Buying a home?

Before you do, get information you need to help you make sound and financially rewarding decisions.

Your Credit

Credit Reports and History

What is a Credit Report?

ESTEALAM maintains information about you and your credit history. This information is gathered on an ongoing basis from many sources that have extended you credit or have information relevant to credit assessment.

Lenders and other service providers buy that information in the form of a credit report to help them decide whether to approve your application for a loan, credit card, or housing, or to offer you a product or service at a particular rate.

Because your credit file changes constantly, it's important that you review your information regularly to check its accuracy.

What Information is Included?

Personal information. Compiled from credit applications you've filled out, this information normally includes your name, current and recent addresses, National ID Number, date of birth, and current and previous employers.

Credit history. The bulk of your credit report consists of details about credit accounts that were opened in your name or that list you as an authorized user (such as a spouse's credit card). Account details, which are supplied by creditors with which you have an account, include the date the account was opened, the credit limit or amount of the loan, the payment terms, the balance, and a history that shows whether or not you've paid the account on time. Closed or inactive accounts, depending on the manner in which they were paid, stay on your report for about 5 years.

Inquiries. Credit reporting agencies record an inquiry whenever your credit report is shown to another party, such as a lender, service provider, landlord, or insurer. Your credit report will show inquiries made in the last year.

Public records. Matters of public record obtained from government sources such as courts of law -- including liens, bankruptcies, and overdue child support -- may appear on your credit report. Most public record information stays on your credit report for 5 years.

What is Not Included?

A credit report does not include information about your checking or savings accounts, (unless you have provided them as collateral to credit facilities), bankruptcies that are more than 10 years old, charged-off or debts placed for collection that are more than 5 years old, gender, ethnicity, religion, political affiliation, medical history, or criminal records.

Who Can Look at Your Credit Report?

Legal persons who are legally authorized and have a permissible purpose or have obtained your consent can look at your report. They include:

- Potential lenders
- Landlords
- Insurance companies
- Employers and potential employers (usually only with your written consent)
- Some groups considering your application for a government license or benefit
- Any government agency (although they may be allowed to view only certain portions)
- Someone who uses your credit report to provide a product or service you have requested
- Someone that has your written authorization to obtain your credit report

Checking your credit report

Your credit report is used by many different lenders and other entities to make decisions about you. When it comes to your credit report, it's what you don't know that can hurt you. Credit card companies, mortgage loan companies, auto loan and insurance companies, even landlords and employers check credit reports to find out about your credit past. The reason? They figure if you were responsible in the past, you will most likely be responsible in the future.

When it's time to consider any sort of financial move -- a new home or car, a new credit card, a new auto insurance policy, even a new job -- it's time to check your report.

After You Get Your Report

When you get your report, review it carefully. If you see problems on your report, such as an unpaid bill that you simply forgot about, act right away to resolve the debt. Then ask the business to whom you owed the money to send a letter to ESTEALAM saying that the matter has been resolved.

Also, make sure your report is accurate. Check for accounts you didn't open, charges you didn't make, and delinquencies you didn't cause. If you see evidence of fraud, contact ESTEALAM immediately. Explain the situation and ask that a fraud alert be placed in your file. Also report the fraud to the police and your creditors.

If you recognize that someone made an inquiry to your credit report and there is no permissible purpose or you have not given your consent, alert ESTEALAM.

Your credit report will follow you throughout your life and can help you financially -- or hurt you. Review it carefully!

Fixing Errors on Your Report

It's possible for incorrect, incomplete or outdated information to appear on your credit report. If it does, it can drastically lower your chances of getting the loans, credit cards, and other credit products you deserve. If you find an error, contact ESTEALAM. .

Quick Links

To Order Your Credit Report Fees for Credit Reports

1. Contact the credit reporting company

Contact the credit reporting company that is reporting the item in question. You will need a printed copy of your credit report from them, which you are eligible to receive any time after paying the charges.

After you send written documentation of the inaccuracy, ESTEALAM will review it to ensure that the complaint is genuine. If further investigation is required, they will provide notification of your dispute, including the relevant information you submitted, to the source that furnished the disputed information to them.

The source will then review the information, conduct their own investigation, and report back. ESTEALAM will then make all appropriate changes to your credit file based on the investigation, and notify you of the update. If the changes are material, they will also notify all inquirers who obtained the credit report in the last 3 months preceding the change.

2. Contact the Creditor Regarding the Problem

In some cases, you should contact the appropriate creditor or lender before contacting a credit reporting company. This is especially true if you are a victim of fraud. You should also contact the appropriate creditor or lender if that source has verified the information that you disputed with the credit reporting company. Most large creditors have standard procedures for customers to dispute items on their account. If you have proof that the item in question is incorrect, it should be resolved quickly.

If the creditor finds that the disputed information is indeed incorrect, the creditor is required to update its records both internally and with the credit reporting companies it deals with.

Always follow up your phone calls with a letter. List each disputed item, and state how it is inaccurate, attaching copies of all relevant documents. Include your full name, account number, the information in question, and the reason you believe the item is wrong. Be concise and ensure that you fill in all information required on the ESTEALAM complaint form.

3. Ensure the Error Is Fixed

Within 40 days the credit reporting company should notify you of the results of its investigation.

Your credit rights

Summary of Key Rights

Disclose your credit report to you upon request. Credit reporting agencies must give you the information in your file if you ask for it and provide the agency with proper identification. See "To Receive Your Credit Report" below for more information.

Limit access to your information. A credit reporting company may not provide your credit report to any party that lacks a permissible purpose, such as the evaluation of an application

for a loan, credit, service, or employment. Permissible purposes also include several business and legal uses.

Get your consent before providing your information to an employer. An agency may not give your credit information to an employer or potential employer unless you first give that employer written permission to request your credit.

Investigate disputed information. If you tell a credit reporting company that your file contains inaccurate information, the agency must promptly investigate the matter with the source that provided the information. If the investigation fails to resolve the dispute, you may add a statement explaining the matter to your credit file. For more information, see [Fixing Errors on Your Report](#).

Correct or delete inaccurate information. A credit reporting company must correct or, as the case may be, delete from your credit file the information that is found to be inaccurate. The credit reporting company is not required to remove accurate data from your file unless it is outdated or cannot be verified.

Delete outdated information. In general, negative information that is more than 5 years old must be removed from your file.

Disclose your credit score to you upon request. For a fee, you may get your credit score. In some mortgage transactions, you will get credit score information without charge. See ["To Obtain Your Credit Score"](#) below for more information.

Add identity theft and active duty alerts. Identity theft victims may place fraud alerts and active duty military personnel serving away from their regular duty station may place "active duty" alerts to help prevent identity theft.

Remedying the Effects of Identity Theft. If you are, or believe that you are, the victim of identity theft, you have specific rights. These rights will help you deal with the effects of identity theft. [Click here](#) to view a brief summary of the rights designed to help you recover from identity theft.

Place a Security Freeze on your Credit File. If you reside in select states you have the right to place a security freeze on your ESTEALAM credit file. To determine the availability of a security freeze for your state and to determine the fees for placing and temporarily lifting a security freeze, please see the [State Security Freeze Requirements and Fees](#). A security freeze will prevent us from reporting your ESTEALAM credit file to third parties, such as credit grantors and other companies and agencies, except those exempted by law or those for whom you contacted us and requested that we temporarily lift the security freeze.

A security freeze will require you to plan ahead for all your credit applications as you will need to contact us to request that we temporarily lift your freeze to allow us to report your ESTEALAM credit file to the credit grantor you identify. Under the laws of most states, it may take up to three business days to process your request to temporarily lift the security freeze. It may take longer if you have lost the security freeze confirmation number which we provided to you when you first requested the security freeze be placed on your ESTEALAM credit file. You may not be able to request a temporary lift of a security freeze during non-business hours or on weekends. A security freeze may hinder your ability to immediately obtain credit to make major purchases. Again, if you are credit active and apply for credit on a regular basis and have a security freeze on your ESTEALAM credit file you need to be

especially mindful of the need to plan ahead and contact us in advance to request a temporary lift of the security freeze on your ESTEALAM credit file.

Only you can request a security freeze be placed on your ESTEALAM credit file and only you can request the security freeze be removed or temporarily lifted. A security freeze will remain on your ESTEALAM credit file until you request the security freeze be permanently removed or you request a temporary lift of the security freeze for a specific credit grantor/credit file user, or date range.

7. If you are an identity theft victim and are requesting a security freeze you must also include a copy of a police report, Identity Theft report, or other government law enforcement agency report.

Once we receive your security freeze request information and place a security freeze on your ESTEALAM credit file we will send you via post a confirmation letter that contains a 10 digit security freeze confirmation number. You will need to provide us your security freeze confirmation number to request temporary lifts of your security freeze or permanent removal of your security freeze. Please store this confirmation letter in a safe place to prevent delays when requesting a temporary lift or removal of your security freeze.

Credit Scores

What is a Credit Score?

A credit score is a rating used by a lender to help determine whether you qualify for a particular credit card, loan, or service. Based on information in your credit file, the credit reporting company analyzes your information using a complex mathematical model to yield your credit score. Personal and credit information and data in the credit file of the client are used to arrive at a numeral statistically-based and objectively applied to consumers to determine the degree of risk related to their non-payment of their future obligations.

The higher the score, the less risk you represent. Scores provided by credit bureaus are generic scores. Your lender may use different scoring methods.

What Factors Affect a Score?

Many different formulas are used to calculate credit scores, but most are based on the following factors, which each scoring model weighs differently:

Payment history. A record of late payments on your current and past credit accounts will lower your score.

Public records. Matters of public record such as bankruptcies, judgments, and collection items may lower your score.

Amount owed. Owing too much will lower your score, especially if you're approaching your total credit limit.

Length of credit history. In general, a longer credit history is better.

New accounts. Opening multiple new accounts in a short period of time may lower your score.

Inquiries. Whenever someone else gets your credit report -- a lender, landlord, or insurer, for example -- an inquiry is recorded on your credit report. A large number of recent inquiries may lower your score.

Accounts in use. The presence of too many open accounts can lower your score, whether you're using the accounts or not.

To Obtain Your Credit Score

By law, you are entitled to obtain your credit score. There is a fee of _____ to obtain your credit score from ESTEALAM. To request your credit score, please contact:

ESTEALAM
Abu El Feda Tower
3 Abu El Feda St.
13th Floor
Zamalek
Egypt

Why your score matters

Credit scores are used by lenders to estimate if you'll pay off your loans and whether you'll pay on time. Because it's one of the most influential factors in deciding whether to grant you credit, knowing your score can be indispensable when you apply for a loan.

Keep in Mind

In the end, the lender still has the final say about whether or not to give you credit and how much they will charge for it. The lender may take into consideration any special reasons for your past credit problems. In addition, the lender will look at more than just your credit score -- your equity investment in a home, job history, income, savings, and the type of mortgage loan you want -- before making a final decision.

Your credit score is an excellent guide to help you better understand your financial health.

Understanding Your Credit Introduction to Credit

Put simply, credit is the reputation for repaying debts on time. The better your credit, the more willing companies and people will be to lend you money, issue you a credit card, rent a house or apartment to you, hire you, or provide services to you on favorable terms.

Creditors decide if you are a good credit risk by checking your background to see how you've paid debts in the past. A poor repayment history will not help your cause.

Getting out of debt

To ensure a good credit score, it's important to pay your bills on time. As you accrue more debt, however, you may find this effort becoming more difficult. But remember, the sooner you get started, the sooner you will arrive at your goal of becoming debt-free.

If You Fall Behind on Payments

- Order copies of your ESTEALAM Credit Report. Analyze them carefully.
- Establish a budget immediately to assess your spending habits.
- Lock away your credit cards and don't use them -- but don't cancel them. If you have a low credit rating, you may have trouble getting new cards.
- Discuss with your family ways of cutting expenses. Setting goals and limits helps your family work together towards solutions that benefit everyone.
- Consider using some of your savings to eliminate some of your debt.
- Don't apply for new credit cards -- doing so can have a severely adverse effect on your credit score.
- Start to eliminate your debt by paying off the account with the highest interest rate. When that one is paid off, move on to the one with the next highest rate.

Rebuilding damaged credit

Bad credit can happen to good people. Don't despair. There are ways you can get your credit back in shape. But you have to start working on it today -- and keep working hard to show potential creditors that you're serious about getting your credit back in order. As you do so, your credit score will improve, resulting in better credit offers and a substantial savings in money.

Get Started Now

Open new accounts and pay them off. This can be better than adding more debt to an existing credit card.

Start small. This may be the easiest option.

Consider asking for help. If you can't qualify on your own, ask a friend or family member to cosign for a small loan or credit card. **Consider a secured credit card.** They are guaranteed by a deposit that you make with the credit grantor.

Use your new accounts in moderation. And make payments that are more than the minimum. You can keep a small balance so that your positive payment history will continue to show up on your credit report.

Keep your balances low. Avoid carrying a balance that is more than 30% of your credit limit

Be Patient-the Payoff Is Worth It

. With patience and timely repayments, you'll likely be able to build a new credit history that creditors will look upon favorably when making decisions about your ability to handle even more credit.

Life events

Losing Your Job

It's not something you want to think about, let alone plan for. However, it's best to prepare for it now to avoid ending up in unrecoverable debt, or having to take a job that makes you unhappy.

Determine Where You Stand Financially

Now is the time to determine how long you could get by on your savings in case you lose your job. Create a net worth statement. A net worth statement is a snapshot of your current financial situation and is also useful for other purposes, such as preparing for major expenses. To create a net worth statement, simply write down the total value of everything you own (savings, real estate, valuable possessions, etc.) and subtract from that total the amount of everything you owe.

Find Out About Severance Pay

Do employees who are laid off from your company receive severance pay? Knowing how much you'd receive if laid off will help you to calculate how much you need to set aside in savings in case you lose your job. Also, find out if you'd be allowed to continue your health insurance benefits if you lose your job.

Set Aside an Emergency Fund

To stay afloat financially in case you lose your job, and to maintain your good credit rating, try to keep at least three to six months' worth of salary set aside as an emergency fund.

Contact Your Creditors

If you do lose your job, contact your credit card companies and other creditors and let them know. They'll appreciate your effort and responsibility. Try to arrange reduced payments during this difficult time. Also, resist the urge to use your credit cards unless absolutely necessary.

Death of a Spouse

Contact creditors to notify them of your spouse's death. Discuss closing all joint accounts and opening new accounts in your name alone. You can also request a legal release of your debt obligation from lenders. Until you have this release, however, the debts will remain your responsibility and therefore, late payments may appear on your credit report.

Don't forget to notify the National ID Administration as soon as possible after your spouse's death. You may be eligible for benefits that could help you through this difficult time.

Identity theft and fraud **How Identity Theft Strikes**

First, what exactly is identity theft? Identity theft occurs when someone steals your personal information to take over your credit accounts, open new ones, take out a loan, rent an apartment, access bank accounts, or commit many other crimes using your identity.

When it strikes, the effects can be devastating. What's more, because it frequently involves no physical theft, identity theft may not be noticed by its victims until significant damage has been done -- often, several months and thousands of LE later.

How do thieves do it?

First, they steal your personal information by...

- Going through your mail or trash, looking for bank and credit card statements, pre-approved credit offers, and tax information.
- Stealing personal information from your wallet or purse such as identification, credit, or bank cards.
- Completing change-of-address forms to redirect your mail.
- Obtaining your credit report by posing as a landlord or someone else who has a lawful right to the information.
- Acquiring personal information you share on unsecured sites on the Internet.
- Buying personal information about you from an inside source -- for example, a store employee that gets your information from a credit application or by "skimming" your credit card information when you make a purchase.
- Getting your personnel records at work.

Then they use your personal information by...

- Opening new credit card accounts using your name, date of birth, and National ID number. When they use the credit cards and don't pay the bills, the delinquency is reported on your credit report.
- Establishing phone or cellular service in your name.
- Opening a bank account in your name and writing bad checks on the account.
- Counterfeiting checks or debit cards, and draining your bank account.
- Buying cars by taking out auto loans in your name.
- Calling your credit card issuer and, pretending to be you, changing the address on the account. Bills get sent to the new address, so you don't realize there's a problem until you check your credit report.
- Filing for bankruptcy using your name to avoid paying debts they've incurred under your name.

Monitor Your Credit Report Closely

Unless you check your credit report frequently, there's often no way to tell if identity thieves have used your personal information to obtain credit accounts or other services in your name.

Read more in Preventing Identity Theft.

No Credit Card Is Necessary

Credit card fraud is just one type of identity theft. While a thief may use your information to apply for a new credit card, some types of identity theft don't involve credit cards at all. Someone with a bad credit rating may use your personal information to get a car loan, acquire phone, cellular service, or another utility service, or open a bank account in your name.

Such cases can be seriously damaging, since you may not realize anything is wrong until you notice unfamiliar charges on your monthly bills or statements.

Preventing Identity Theft

Unfortunately, it's not possible to prevent identity theft and credit fraud entirely. However, by managing your personal information carefully, and with a full understanding of its importance, you can substantially reduce the likelihood that it will happen to you. The following tips show you how.

How to Outsmart Identity Thieves

Be careful about giving out personal information. Whether on the phone, by mail, or on the Internet, never give anyone your card number, National ID number, or other personal information for a purpose you don't understand.

Protect your mail. To stop a thief from obtaining personal information about you by going through your trash or recycling bin, tear or shred your charge receipts, credit applications, insurance forms, bank statements, expired charge cards, and pre-approved credit offers.

Guard your credit cards. Minimize the information and the number of cards you carry in your wallet. If you lose a card, contact the fraud division of the credit card company. If you apply for a new credit card and it doesn't arrive in a reasonable period, contact the issuer. Watch cashiers when you give them your card for a purchase. Also, when you receive a new card, sign it in permanent ink and activate it immediately.

Pay attention to billing cycles. Contact creditors immediately if your bills arrive late. A missing bill could mean an identity thief has taken over your credit card account and changed your billing address.

Safeguard personal information in your home. Especially if you are having service work done in your home, employ outside help, or have a roommate.

Find out who has access to your information at work. Be sure to verify that records are kept in a secure location, and are accessible only to employees who have a legitimate reason to access it.

Be smart about passwords and PINs. Memorize your passwords and personal identification numbers instead of carrying them with you. Avoid using easily available information like your mother's maiden name, your birth date, National ID number or your phone number, or a series of consecutive numbers.

Other Important Facts

Check your credit report regularly. Checking your credit report can help you catch mistakes and fraud before they wreak havoc on your personal finances. Make sure your report is accurate and includes only those activities you've authorized. It's also a good idea to review your credit report from each of the three major credit reporting agencies every year -- it's possible that information is reported to one but not the others.

Major purchases

Buying a home

Are You Ready?

Today, more than two-thirds of the country owns their own home. Before you become a proud homeowner yourself, your first step is to determine if you are really ready. Your decision to buy a home is a big one -- maybe one of the biggest financial decisions you'll ever make. That makes it especially important to arm yourself with the facts about home buying.

This page shows you some helpful tips to help you decide if you are ready. Once you know that buying a home is the right choice for you, read on.

Is Your Credit in Order?

It's critical that you get a copy of your credit report and credit score a few months before making such a major purchase. Check your report thoroughly to make sure there isn't any negative or incorrect information that could hurt your chances of getting a favorable mortgage. Spend this time to get things in order -- for example, catch up on any overdue payments.

Can you afford it?

Do you have the down payment? The down payment is a percentage of the value of the property that you are required to pay up front. Down payments can range from 3 - 20% of the property value, depending on the type of mortgage and the area where you are buying the house.

Do you have the closing costs? Closing costs include points, taxes, title insurance, financing costs, and other settlement costs. These costs generally range between 2 - 7% of the property value. You will receive an estimate of these costs from your lender after you apply for a mortgage.

Can you prove you have the money? If your money is in a savings account, the lender will need proof that the money's there, for how long, and that it wasn't borrowed. Some communities have special programs that allow first-time buyers to accept gifts towards the down payment. But some lenders require a certain amount of the down payment come from savings you have accumulated personally. In almost all cases, the lender requires a gift letter verifying that the gift does not have to be repaid.

Other Questions to Answer

- Have you been employed regularly for the past two years, receiving dependable and adequate income?
- Do you always pay your bills on time?
- Is your total debt, including credit cards and car loans, manageable?
- After you pay the down payment and closing costs, can you afford the mortgage and other expenses, such as electric, water, and repair costs?

If you can answer yes to at least most of these questions, now is probably a great time to consider buying.

Personal Privacy Concerns **Privacy in the information age**

In recent years, there has been a virtual explosion of methods for collecting, storing, sharing -- even stealing -- personal information about you. Personal information has become more important in transacting business, and it's available to many people and organizations. They can look at it when it's time to evaluate you for a credit card, auto loan, life insurance, an apartment or mortgage, even a job!

It's time you take more control by understanding how this information is gathered and used -- and by taking steps to ensure that it is accurate, reflects on you positively, and is used only in lawful ways. This section shows you how.

How Your Information Is Collected

Outside parties can often access this information. Because of the growing concern and incidence of identity theft, recent legislation has stepped up efforts to protect consumer information from unauthorized access by outside sources.

Who Collects It?

Marketers. More and more advanced techniques have been developed to compile extremely targeted marketing lists about consumers. A quick search on the Internet for "marketing lists" will show you just how many are available.

Websites. When you visit a website, information can be gathered about you in a variety of ways -- either by information you provide voluntarily or using techniques to indirectly detect information about your usage. Generally, personally identifiable information isn't gathered in a widespread way.

Store clerks. Can you remember a time when you were asked your zip code or phone number when you made a purchase? They didn't really need that information. But it helped the store compile a profile of your purchasing habits to be used for marketing purposes -- and it may have been sold to others. Be careful when giving out your personal information. Only give what is absolutely necessary.

Warranty cards. Information obtained from warranty cards may be used for marketing purposes.

Grocery store loyalty cards. Many claim that the personal data and shopping information collected by supermarket companies from loyalty cards violates privacy rights and doesn't even save consumers money.

New identification systems. Numerous institutions, including several airlines, have begun working on plans for identification systems that would rely on background checks, fingerprints, iris scans, and high-tech IDs to verify individuals' identities and speed security screening at places such as airports.

It Even Affects Your Insurance

Studies have shown a correlation between consumers' financial history and their future insurance loss potential. As a result, insurance companies may use a person's financial history along with other factors to properly classify people according to their potential risk.

Many insurance companies have even started using insurance scores. Scores help to streamline the decision process so policies can be issued more efficiently. By knowing and understanding your credit history and insurance score, you can learn how to reduce your insurance premiums over time.

Each insurance company evaluates credit reports and/or insurance scores based on their own business needs. Other information, such as application information, prior claims, or motor vehicle records, may also be evaluated as part of the insurance underwriting process.

You and your public records

Public records are compiled by various government offices and agencies as required by law and are generally made available to anyone who is interested in looking at them. They may contain information about you. Examples of public records include lawsuit information, court decisions, criminal records, real estate records, tax liens, and death records.

Non-public information is generally not available as part of a public records search. Non-public information -- such as employment records, tax returns, and financial records -- are protected from disclosure by law.

Safeguarding Your Information

The best way to protect yourself against any damage that unauthorized use of your personal identifying information may cause you is to check with various sources first to learn what personal information about you may be available. Armed with this information, you can take steps to ensure that it is accurate and contains no negative information.

Other Valuable Resources

Below are sources that may supply information about you to outside parties. While the information in these records does not appear in your credit report, it may be accessed by others when you apply for products and services -- much like your credit report.

Note: We offer the sources below for your convenience. Questions about any record listed on this page should be directed to the source of that record. You'll find contact information listed on the source's Web site.

Glossary

Business Solutions

Business to Consumer Information Solutions

Benefits to ESTEALAM Members

Better Assessment of Credit Risk

Good credit information systems results in better credit assessment and improved decision making. You will be more able to distinguish between good and bad borrowers resulting in better allocation of credit

Better pricing of credit in providing goods and services

A better assessment of risk will allow you to price your products more accurately and will reward good borrowers.

Credit Scoring

This service enables you to rank your borrowers using an objective statistical technique that is applied to all of them in the same way based on the information that is available in their credit files with ESTEALAM. You can use scores to assess credit risk, establish cut-off scores and you can also integrate the generic score provided by ESTEALAM into your own scoring methodology.

Fraud

ESTEALAM solutions help you quickly assess fraud potential, detect and respond to fraud attempts, and verify identities to reduce exposure and losses.

If you suspect identity theft, you can put alert ESTEALAM. You will also be alerted should a consumer alert us as well

Bulk inquiries

- This service will help you check hundreds perhaps thousands of your applicants or borrowers in a relatively short time. This means faster decision making on your part, as well as identification of your best customers for additional sales opportunities

Compliance

Know your customers and their backgrounds to minimize your risk and stay in compliance. Many laws and regulations require adherence to know your client rule.

Bankruptcy

Given the current economic conditions, bankruptcies are an unfortunate business reality and are increasing with little relief in sight. Ensure you have the tools in place to understand your exposure and decrease your losses.

ESTEALAM offers solutions that help you reduce bankruptcy risk, manage the effect of bankruptcy on your portfolio, and increase recovery rates.

Debt Recovery

Bad debt can be crippling to your business. With today's heightened focus on managing expenses, you need to efficiently find debtors and collect from those most likely to pay.

The ESTEALAM product suite helps you prioritize your collection activities and locate debtors, improving recovery rates and reducing write-offs.

Investment Decisions

Obtaining a credit report on a potential partner can help you make decisions. Also obtaining a credit report on a potential person can assist in conducting due diligence studies and verifying the levels of debt.

Business related matters

You can use credit report to decide on any business related matter that involves risk. It can be performance risk or any other risk that you can identify

License

Government agencies can make use of your credit report to grant you licenses or approvals.

Insurance

Studies have shown a correlation between consumers' financial history and their future insurance loss potential. As a result, insurance companies may use a person's financial history along with other factors to properly classify people according to their potential risk.

Working with ESTEALAM

At ESTEALAM, we place the highest importance on delivering value to our members and partners. We strive to understand and meet the unique needs of our members and partners while always ensuring exceptional service, responsiveness, and professionalism.

ESTEALAM provides the services and support you need to succeed in today's challenging business environment. Get more information now and find out how you can become a member or partner today.

Get More Information

To establish service with ESTEALAM, you must be a legal entity and a licensed business. If you are not a licensed business, we will be unable to consider your request for service.

To access ESTEALAM services that will help you make decisions about consumer requests for credit, become an ESTEALAM member by completing the form below or calling (02)-728-4030/5.

The business form below is for new members only. If you are an existing ESTEALAM member please contact your sales representative directly or call Business Customer Service at (02)-728-4030/5. Have your customer/account number ready.

Yes! I am interested in learning more about ESTEALAM Business Solutions and becoming an ESTEALAM customer. Please have a salesperson contact me based on the information I will provide below.

• Required fields are in **bold**.

Name of Business:

Business Licensed? Yes No **Landlord?** Yes No

Do You Operate Your Business From Your Residence Yes No

Contact Name:

Contact Title:

Street Address:

City:

Country:

Phone Number:

Email Address:

Monthly Credit Report Volume:

How did you locate this page?

Internet

Search

Publication

ESTEALAM Business Solutions

Below are some of the many solutions ESTEALAM offers. Please check the boxes next to the solutions that interest you:

Consumer Credit Reports

Business Credit Reports

Bulk inquiries

Compliance Products

Bankruptcy Products

Debt Recovery Products

Fraud Detection Products

Describe your need for consumer credit reports:

Partners

Company Highlights

In the News

Become a Member

Free Newsletter sign-up

Free Web Seminar series

2.3 Request for Proposal

RFP #1 for ESTEALAM Website

ESTEALAM, a credit bureau, is soliciting offers for the supply of services described herein.

Please submit your offer for the services described herein in accordance with the instructions to offerors and terms and conditions of this RFP.

This RFP includes the following sections:

1. INTRODUCTION
2. SUBMISSION AND OPENING OF BIDS
3. THE PROPOSAL
4. EVALUATION
5. TERMS & CONDITIONS
6. NEGOTIATIONS
7. PAYMENT TERMS
8. WEBSITE SPECIFICATIONS

All correspondence and/or inquiries regarding this Request for Proposals must reference the above RFP number, and must be directed to the attention of Wael Sakr - Tel: (2)-728-4030/5 or Fax: (2)-728-4036/7 and email: wael.sakr@estealam.com.

1. **INTRODUCTION**

- 1.1 ESTEALAM requests proposals to develop, host, and maintain web its website.
- 1.2 All documents related to this tender shall be in English or Arabic and all costs shall be expressed in Egyptian Pounds (LE).
- 1.3 Contact Wael Sakr of ESTEALAM if you require any clarification or information at the above.

2. **SUBMISSION AND OPENING OF BIDS**

- 2.1 The Offeror shall submit one original technical proposal defining the staff allocated for this project and their experience, and one original financial proposal defining the time taken to develop the project and the costs, along with 2 copies of each.
- 2.2 The completed technical and financial proposals shall be delivered to ESTEALAM, Attention: Wael Sakr, at Abu El Feda Tower, 3 Abu El Feda St., 13th Floor, Zamalek, Egypt.
- 2.3 The proposals should be valid for a period of ninety (90) days, starting from the date mentioned in 2.2.
- 2.4 The proposals will be due at ESTEALAM no later than _____ at 12:00 p.m. noon. Bids received after this time shall be rejected and returned to the bidder at the discretion of ESTEALAM.

3. THE PROPOSAL

The Offeror shall submit a technical proposal and a financial proposal. The following information should be forwarded in the formats given below.

3.1 TECHNICAL PROPOSAL

- A. The offeror must present a description of the Offeror’s company and organization, with appropriate references to parent companies; and a demonstration of the Offeror’s experience and ability in providing the services listed in Section 8. Provide up to five sample printouts and internet addresses of websites designed by the Offeror to demonstrate the Offeror’s experience and capability. This information should be included in a separate section of the proposal entitled “Offeror’s Organization, Experience and Ability.”
- B. Provide a detailed description of the work that would be done for the ESTEALAM website.
- C. All software used to develop the required database must be licensed accordingly. Please include a copy of the software license with the proposal.
- D. Task Due Dates:
 Offer _____
 Initial design/text _____

3.2 FINANCIAL PROPOSAL

Provide the financial information in the following format, and any other information should be provided in an Annex. Note that the Total Project Cost mentioned below will be the Final project cost. Please include the cost of site maintenance and hosting for one year as an option.

Task	Number of Days Per Task	Total (LE)
Web Design		
Site Population		
Web Hosting		
Web Maintenance for three (3) months initially		
Total Project Cost (LE)		
	Tax	

4. EVALUATION

4.1 The evaluation will be based on a point system by a team at ESTEALAM. The company with the highest rating will be awarded the tender.

4.2 The following evaluation criteria will be utilized to rate the companies:

Company references	20 points
Detailed description	25 points
Cost	25 points
Delivery	30 points

5. TERMS & CONDITIONS

The following terms and conditions are not negotiable and shall be complied with by all Offerors.

5.1 Rights to the source code shall be given to ESTEALAM and the Offeror shall not market, sell or use the concepts of the design without obtaining written permission from ESTEALAM. ESTEALAM reserves the right to use the web pages and their respective source codes for any use at any time.

5.2 The Offeror shall provide maintenance and hosting services for one year. It is understood that the Offeror may need to secure hosting services from a third party. This term may be extended as negotiated by ESTEALAM and the Offeror.

5.3 This is a request for Proposal only, and in no way obligates ESTEALAM to award any contract. This solicitation is subject to the Terms of Contract attached hereto. The resultant award will be governed by these Terms of Contract.

5.4 The Offeror must be a citizen or legal resident of, or a legal business organized under the laws of Egypt.

5.5 ESTEALAM may, by written notice of default sent to the Offeror by registered mail, terminate in whole or part of this order:

If ESTEALAM fails to perform any of the other provisions of this order, or so fails to make progress as to endanger performance of this contract in accordance with its terms, and in either of these two circumstances, does not cure such failure within a period of ten (10) days (or such longer period as ESTEALAM may authorize in writing) after receipt of notice from ESTEALAM specifying such failure.

5.6 In the event of disputes arising in connection with this contract, the parties shall make reasonable attempts to reach amicable settlement among themselves.

6. NEGOTIATIONS

- 6.1 Prior to the expiration of the validity of the proposal, ESTEALAM shall notify the successful company that submitted the highest scoring proposal in writing and will invite for contract negotiations. ESTEALAM reserves the right to invite the second ranking company for parallel negotiations.
- 6.2 Negotiations will normally take from four to eight days. The aim is to reach agreement on all points as defined in this document and to finalize a draft contract by the conclusion of negotiations to be reviewed and signed by both parties.
- 6.3 Upon failure to reach agreement on the contents of the contract as stipulated in this document, ESTEALAM has the right to terminate the negotiations and invite the next best rated company for negotiations.

7. **PAYMENT TERMS**

The following payment terms are applicable and not negotiable:

Payment will be made in full thirty (30) days from the final delivery date.

8. **WEBSITE SPECIFICATIONS**

ESTEALAM

ESTEALAM is in need of a website to distribute public information in Arabic and English. Upon entering the site, an option will be provided to select Arabic or English, however, the site will default to Arabic. A design prototype is being provided and an exact or similar design shall be implemented for the new site. All sections of information are ready for site population and will be provided by ESTEALAM in soft copy on CD. Below is the general layout of information within the site.

Site Map

About Us

 About ESTEALAM

 What we do – mission

 Investment center (recent financial information & business reports)

 Careers

 Press Room

Help/Feedback

 Site Assistance

 Credit Report

Our Company

Contact Us

Careers

Search

Member Center

Login

Online Dispute

 Is ESTEALAM responsible for the information that it provides in the Credit Report?

How to Dispute

 Error in Your ESTEALAM Credit Report

 Investigation Methods

Questions and Answers

 About ESTEALAM FAQs

- How does ESTEALAM get its information?
- How long does information remain in my ESTEALAM credit file?
- What is ESTEALAM's Privacy Policy?
- What is Legal/Regulatory Framework for ESTEALAM?
- Who can access my credit report?
- What is the procedure in case of disputed accuracy by consumers?
- Consumer Learning
 - Getting Started
 - Want to manage your credit?
 - Concerned about identity theft?
 - Buying a car?
 - Buying a home?
 - Your Credit
 - Credit Reports and History
 - What is a Credit Report?
 - Checking your credit report
 - Fixing Errors on Your Report
 - Your credit rights
 - Credit Scores
 - What is a Credit Score?
 - Why your score matters
 - Understanding Your Credit
 - Introduction to Credit
 - Getting out of debt
 - Rebuilding damaged credit
 - Life events
 - Losing Your Job
 - Death of a Spouse
 - Identity theft and fraud
 - How Identity Theft Strikes
 - Preventing Identity Theft
 - Major purchases
 - Buying a home
 - Personal Privacy Concerns
 - Privacy in the information age
 - You and your public records
 - Safeguarding Your Information
 - Glossary
 - Business Solutions
 - Business to Consumer Information Solutions
 - Benefits to ESTEALAM Members
 - Fraud
 - Bulk inquiries
 - Compliance
 - Bankruptcy
 - Debt Recovery
 - Working with ESTEALAM
 - Get More Information
 - Partners
 - Company Highlights
 - In the News
 - Become a Member
 - Free Newsletter sign-up
 - Free Web Seminar series

The ESTEALAM News section illustrated in the following proposed design, should be designed in such a way that the user can log into a password-protected administrative screen to upload a new picture and attach or type text. The user should then be able to click a Submit button to upload the information to the site. This section should be simple and very user-friendly.

Also to note, the Member Center section illustrated in the proposed design may not be activated at the time of launching the website. However, this should be factored into the final design.

(Please see following proposed design)

End of RFP



2.4 Recommended Steps for Distributing the Website RFP and Proceeding with Website Development

1. Review RFP to ensure that all information is accurate and dates and times are correct. Also ensure that all services required are contained and thoroughly explained in the RFP
2. Distribute RFP to recommended web developers
3. When proposals are submitted, review them with a small committee to determine the best offer (based on the scoring guidelines provided in the RFP itself)
4. Draft and send award letter
5. Set up a meeting with the selected developer
6. In that meeting discuss the plan for the website, proposed phases of development and note what information is to be initially offered on the website. Also provide all content on CD (in both Arabic and English in electronic format)
7. Also in that meeting request that they begin the development of the home page and inside page (allow about 1 week for this)
8. Meet with the developer again with a panel to review and accept the design, or request further changes.
9. When the design/colors/fonts have been approved by ESTEALAM, website population can proceed.
10. Meet with the developer after the site has been populated, and request that the site be uploaded to a testing site so that it will be easier for several people within ESTEALAM to review at their leisure.
11. Ensure that all content is accurate and under the correct heading.
12. Sign-off on website for uploading should only happen when all members in ESTEALAM are satisfied with the completed phase of development.

2.5 List of Web developers

List of web developers provided by EFS which can be contacted by ESTEALAM :

<u>Contact Person</u>	<u>Company</u>	<u>e-mail</u>
Dalia Dawood	Intersite	dalia@intersite.com.eg
Shahira Habib	ITWorx	shahira.habib@itworx.com
Sherif Fathy	OMS	sherif_fathy@omsme.com
Marwa Emad	Soficom	marwa@soficom.com.eg

ATTACHMENTS:

Attachment A: Macro Plan

ESTEALAM Public Awareness Plan

Activity	Communication Plan	Distribute Website RFP	Website Content	Agree on Slogan to be used as an Identifier	Website Development	Communication Specialist Hiring	Develop Educational Content and Publications	Communication Specialist Capacity Building	Call Center Plan Finalized	Coaching Staff and Spokespersons	Website Launch/Promotion
Description	Finalize document and obtain approval from the Board	Finalize document and distribute RFP to vendors	Review and finalize proposed content	Propose and review potential slogans to be used to identify ESTEALAM.	Web Contractor will develop website according to Phase schedule	Hire a Comms Specialist to perform different communication tasks related to the continuous updating and monitoring the communication strategy and the implementation of different tactics	FAQ, glossary, Fact Sheet, communication presentation, newsletter	Train the Comms Specialist to begin implementing Comms Strategy, train specialist to field calls and distribute relevant information	Call Center would facilitate receiving inquiries and responding to them on the spot, making it a lively and interactive tool	Enhance communication skills and develop and familiarize with Media Talking Points	Rolling out the website and making it public

Egypt Financial Services Project

Action	Meetings to discuss Communications Strategy	Agree on dates of RFP submission/ required services for website	Determine sections that will be developed in Phase I and available to the public in the immediate	Obtain final board approval	Award Contract, meet with vendor, allow 1 week for initial prototype design (Home and inside pages), Population of the website	EFS to provide CVs of potential candidates, ESTEALAM to recruit and complete hire process	Develop and print items required for distribution, and for preparation of the Call Center Training	Comms Specialist will work with an EFS-provided PA Specialist to understand the planned tactics within the communications strategy	Once the Call Center launch date is determined, distribute an RFP to outsourced groups	Provide assistance to members of ESTEALAM staff who will be speaking on behalf of the credit bureau to ensure messages are clear	Upload website to public domain and begin publishing all materials with site address
Responsibility	ESTEALAM and EFS	Wael Sakr	ESTEALAM and EFS	ESTEALAM and EFS	Wael Sakr and Karen Roland	ESTEALAM and EFS	ESTEALAM and EFS	EFS PA Specialist	Ibrahim Sabri and Wael Sakr	EFS PA Specialist or Comms Specialist	Wael and website contractor
Additional Resources Required					ESTEALAM to pay for development	ESTEALAM to determine budget for hiring and location of staff	EFS aid with content/design ESTEALAM pay	EFS provide a PA Specialist to train Comms Specialist			

Egypt Financial Services Project

						member	for printing				
Start Time	May 18 - June 1										
Approx. Timeframe	2 weeks	1 week	1-2 weeks	1 week	4-6 weeks initial phase	1 month	3 weeks	1 week	1 week	2 days	ongoing

ESTEALAM Public Awareness Plan

Activity	Launch Event	Stakeholder Education	Media Education Workshops	Awareness Workshops for Business Focus Group	Consumer Focus Group	Panel Discussion: Suppliers of Goods and Services	TV, Magazine, and Radio Interviews/ Advertisements	Press Releases	Curriculum Inclusion	Call Center Training	Call Center Promotion
Description	Evening event targeting credit bureau stakeholders (banks, Central Bank, MOI). Presentations by ESTEALAM, CBE about future activities and respond to questions	Educate them on rules, regulations and mechanisms of the Credit Bureau. This helps to deliver consist messages to the public, respond to public inquiries	Qualify media to act as a communication tool to disseminate information to the public and help in shaping public opinion.	A series of 1-day workshops to target microfinance institutions, banks, gov't. agencies,	Prior to launch, pre-test contracts, brochures and other materials to see if consumers can correctly understand messages	Panel discussion with reps from housing developers, sellers of consumer durables, mobile operators, and others (8-10 companies)	Ideally, they would provide a means for the public to phone in with their questions and concerns	Intermittent Press Releases according to a developed schedule. Should be timed around events, website launch, call center launch, etc.	Include credit bureau information in university curriculum.	Conduct training of the Call Center staff who will be answering phones	Run an initial press release with the Call Center Launch. Record caller statistics

Action	Determine content, prepare invite list, agenda, presentations, handouts, invite media	Hold a workshop or event to present credit bureau information to gain a better understanding	Determine content, prepare invite list, agenda, presentations, handouts, invite media	Determine content, prepare invite list, agenda, presentations, handouts	Select consumers who fit the natural persons profile	Determine content, prepare invite list, agenda, presentations, handouts	Provide informative interviews to the media and engage with the public to get across key messages of the credit bureau	Develop a schedule and draft press releases	Provide content to support curriculum with Finance, Economic and Business department and suggest qualified speakers	Provide training materials and a test before going live with the Call Center	
Responsibility	ESTEALAM and Comms Specialist	EFS to assist with content ESTEALAM Comms Specialist	EFS to assist with content ESTEALAM Comms Specialist	EFS to assist with content ESTEALAM Comms Specialist	ESTEALAM	EFS to assist with content ESTEALAM Comms Specialist	EFS can provide PA specialist to coach	ESTEALAM Comms Specialist	ESTEALAM and EFS	ESTEALAM and EFS	ESTEALAM Comms Specialist
Additional Resources Required	Venue, meal, printing costs	Venue, meal, printing costs	Venue, meal, printing costs	Venue, meal, printing costs	Venue, meal, printing costs	Venue, printing costs	Any associated costs required	Any associated costs required		EFS to provide PA Specialist to assist with	Any associated costs required

Egypt Financial Services Project

								from distributing paper		training	
Start Time											
Approx. Timeframe	1 day	1 day	2 1-day sessions	3 1-day events	1 day	1 day	ongoing	ongoing	2 days	3 days	ongoing

Attachment B: PowerPoint Presentation to ESTEALAM, Marian Mishriki, March, 2006



Communication Strategy
Submitted to ESTEALAM
draft for discussion

March 2006

1



Why a communication strategy?

1. The credit bureau is a national project which is important to the country. There are many stakeholders who have clearly indicated a need for it and have high expectations of how it could serve them.
2. The credit bureau project deals with sensitive and private information.

2



Objectives of a Communication Strategy

- Educate the market about the benefits of credit bureaus.
- Segment the stakeholders, deal with their concerns
- Set the market expectations of this project
- Avoid negative publicity from the start
- Provide consistent and credible messages
- Expand the membership base of ESTEALAM



A well developed communication strategy should be tied to ESTEALAM strategy, objectives, and business plan in the short and long run

This communication strategy is a working document that will further evolve with time

EFS is willing, *subject to its resources and USAID branding policies*, to support the implementation of the communication strategy once it is approved by ESTEALAM board

4



Mission Statement

ESTEALAM collects, processes and disseminates credit related information on persons for use by credit providers.

5



Vision Statement

Serve the entire Egyptian market, support financial markets, contribute to credit availability and economic growth and improve the lives of people.

6



Credit Bureau Stakeholders

- Banks
- Non bank financial institutions
- Microfinance institutions/Social Fund for Development
- Egyptian Ministries and public authorities
- Suppliers of goods & services:
 - Housing developers
 - Mobile companies
 - Sellers of consumer durables
 - others
- Consumers (Data subjects)
- Press

7



Key Messages to All Stakeholders

8



Message 1: Privacy, secrecy and the security of information

- Egypt is no different from other countries. The Egyptian constitution and laws respect the private lives of persons and this extends to their personal information. The credit bureau respects this.
- The general principle is that persons will approve forwarding their data to the credit bureau and inquiries about them will be made with their consent except when exceptions are clearly stated in the law. An example is the banking law.

9



- The information that the credit bureau deals with is still considered private, confidential and secret and will be treated as such by the credit bureau and other entities dealing with it.

10



- Information about persons is released only if users have a permissible purpose as defined by Central Bank of Egypt regulation
- Consumers (data subject) rights are protected. They have the right to know what information is reported about them and how their information be used.

11



Message 2: ESTEALAM Liability

- ESTEALAM is like an agent merely collecting information from different sources and providing it to credit providers who use that information.
- ESTEALAM is not liable for the information that it provides nor for the credit decisions which rely on such information. ESTEALAM does not provide recommendations.
- Responsibility is confined to its own processing system

12



Message 3 : Data subjects

13



Message 4: Stakeholders served

- Though ESTEALAM is formed by banks, yet it strives to increase its membership base by including non bank entities and is willing to conduct due diligence on potential interested entities so that they may be qualified as information providers and users
- In conducting its activities ESTEALAM will build trust among it members by providing the same high class service and dealing equally with them

14



Message 5: Can anyone become a member?

- Membership is open to legal persons only and not individuals. *Individuals who provide credit can ask the data subject to request their credit reports from the credit bureau.*
- ESTEALAM has an obligation to follow reasonable procedures in ensuring that its sources of information are accurate, complete and timely, to the best of its ability. Members are expected to be also providers of information not only users.

15



Message 4: The role of the foreign vendor

- ESTEALAM selected xyz from a number of interested foreign vendors. The selection process was based on: (1), (2)and (3)
- ESTEALAM preferred to deal with xyz because
- XYZ will provide ESTEALAM with the system , software, management agreement, etc

16



Message 6: Profitability objective

- ESTEALAM perceives itself as service oriented more than a profit making operation.
- Yet this does not mean that ESTEALAM should make losses. Profits are important to ensure the financial sustainability of the company, cover its costs and finance future investments to better serve its members.

17



Message 7: Expected implementation phase

- ESTEALAM expects to be in the implementation phase by
- At the beginning, ESTEALAM will

18



The different stakeholders: *Specific concerns to be addressed*

One to one meetings with stakeholders will reveal more concerns to be addressed

19



Specific Concerns: (1) Banks

- Duplicate reporting (CBE & ESTEALAM)
- Value added provided by ESTEALAM
- Investigation departments role
- Reports for marketing purposes

20



Specific concerns: (2) Non bank entities

- Equal treatment (same as banks)
- Credit report provided?
- Cost of an inquiry
- Membership requirements
- Own informational needs

21



Specific concerns: (3) Ministries and Public authorities

- National security: concern of the Ministry of Interior
- What's in it for them

22



Specific concerns: (4) Consumers (Data Subjects)

- Right to obtain credit report
- Right to dispute information
- The credit bureau will only investigate complaints related to errors in the information.
- Establishing a credit file and building a credit history is in consumers best interest

23



Communication Methods

1. Printed materials: fact sheet/ educational information booklet.
2. Press releases (regular)
3. One to one meetings with stakeholders
4. Workshops /Seminars
5. Events (one for the press and another for financial institutions)
6. Website
7. Panel discussions with stakeholders (suppliers of goods and services)
8. Telephone (*Call Center at ESTEALAM*), face meetings and written communication with consumers

24



(1) Printed materials

- Preparation of technical content of fact sheet /educational materials to be approved by ESTEALAM board
- Design of fact sheet/educational materials
- Printing
- Distribution

25



(2) Communicating with the Press

- Press releases
- Preparation of anticipated questions and answers
- One to one meeting with prominent newspapers
- Media event : Officials from ESTEALAM can deliver presentations and answer press questions. Estimated number of attendees from the press would be around 50 - 70

26



(3) One to one meetings with Stakeholders

- Ministry of investment and its authorities
- Selected companies:
 - Insurance company
 - Financial leasing company
 - Mortgage finance company
 - Investment banking company

27



- New Egyptian microfinance association
 - Microfinance institutions
- Social fund for development

28



(4) Workshops/seminars

- A one day workshop /round table discussion in 2006 titled: Microfinance institutions, banks and credit bureaus
- Proposed number of participants: 25 – 30
- Proposed speakers:
 - ESTEALAM
 - USAID/EFS
 - Planet Finance
 - Egyptian Association of Microfinance
 - USAID Microfinance project
 - One or two banks

29



- Seminar on regulations/consumer protection to be delivered by Federal Trade Commission (*U.S regulator of credit bureaus*)
 - May 7 – May 11, 2006
 - Prime target participants: Central Bank of Egypt
 - ESTEALAM executives welcome to attend

30



- Workshop targeting government agencies on their role as information providers to the credit bureau

31



(5) Events

- An evening event targeting Credit Bureau stakeholders (mainly banks)
- Estimated number of participants 200 persons
- Presentations to be delivered by ESTEALAM officials and Central Bank of Egypt about future activities and answer questions.
- Event to be arranged the day following the press event

32



(6) Website design

- To be discussed

33



(7) Panel Discussions

- A sample of suppliers of goods and services (8 companies) representing :
 - Housing Developers
 - Sellers of consumer durables
 - Mobile operator
 - Others

34



(8) Communicating with Consumers

- Training of /capacity building of consumer protection officer/communication specialist.
- Qualities: Patience, credit knowledge, capable of dealing with the public, service oriented
- Explain credit reports, terminology, rights, forms, etc

35



Attachment C: Comments on Communication Work Plan, Eric Abbott, May 08, 2006

In general, there are some very good ideas in the draft work plan. I might have organized the plan differently, but I agree with a number of the goals and approaches.

I would tend to divide the plan into two major components:

1. Industry/bank/business level communication. This refers to messages that concern details about how the credit bureau would operate, who can join, how the credit bureau charges for its services, how the regulatory system works, etc.

2. Consumer level communication. This refers to messages that educate consumers about how the credit bureau works, why it might be beneficial, and how individual rights are protected.

Consumers

Let me address the consumer level first. The people who need information here are those who become involved in credit bureau checks. They are individuals who want to buy houses, cars, large capital items, travel, etc. They are also individuals who use credit cards. In our project, we have targeted A, B and C+ social classes, as they have the level of disposable income that is likely to involve them in purchases that might involve credit bureaus.

Key components for consumers:

- What is a credit bureau?
- Why might a credit bureau be beneficial to me or other consumers?
- How does a credit bureau work? [Important concept that a credit bureau does not make judgments; it only collects and passes along information. Banks or businesses make their own judgments based upon the data provided].
- How am I informed that information about me or my financial transaction will be collected by a credit bureau?
- How are my rights protected? What if I want to know what the credit bureau says about me?

Recommended Communication Approaches:

- The teachable moment is when a consumer is making a purchase. Materials should be available to hand out at this moment that explain the credit bureau system, how it works, and how consumers are protected. **Clear language explaining that consumers are being asked to give permission for a credit check needs to be in every standard lending/credit document.**
- General brochures, such as the draft credit bureau brochure I created in March, 2006, should be available to hand out whenever a consumer has a question about what a credit bureau is how it might impact them. They should include information consumers can use to check their own credit information and possibly change it. A standardized consumer brochure can be used throughout the country, or banks/businesses can adapt the central message to their own particular applications, perhaps using blocks of standardized materials.
- Mass media should be used at the time of credit bureau launch to explain how the system works and why it is beneficial. The mass media launch should also

emphasize protection of consumer privacy and explain how consumers can check their credit.

Evaluation

Prior to launch, pre-test contracts, brochures and other materials to see if consumers can correctly understand their messages. Use focus groups for this purpose.

One year following launch, consumers involved in major purchases that would involve credit checks can be systematically surveyed to determine what they know about the system, and their attitudes toward credit bureaus.

Industry, Banks, Businesses, etc.

[banks, non-bank financial institutions, private sector entities, suppliers of goods and services, housing developers, mobile companies, sellers of consumer durables, etc.]

Materials at this level are designed to educate businesses and banks about how the credit bureau system is working. Key components in these messages:

- How can my bank or business report or receive data pertaining to credit activities from the credit bureau? How do I become a member? What are the costs?
- How can I use credit bureau information to benefit my business or bank? How can this data be used to make intelligent decisions about whether or not to extend credit to a borrower?
- How is data privacy protected? What rights do I have as a business or bank? What rights do consumers have? What kinds of information/consent forms/contracts do I need to use?
- What protects the credibility of data in the credit bureau system?
- How should confidentiality of credit bureau data be protected and managed?
- What is the potential liability of a business or bank that uses credit bureau information to make a financial decision?

Recommended Communication Approaches

Industry training is needed in terms of how credit bureau systems work, how to collect data and enter it into the system, and how to access the system. This can be accomplished by means of workshops and the creation of manuals explaining what to do and how the system works. This training also needs to focus on how to take advantage of credit bureau data to make business/bank decisions. Once it is clearly understood how the credit bureau can save money for the business/bank, the need for training and implementation will become obvious.

Industry, banks and businesses also need training/workshops provided by government regulators. These should focus on consumer protections, and how businesses/banks should handle credit bureau data. It should also focus on the wording of contracts and other legal documents that grant permission for credit checks.

Finally, industry needs training and materials that can be used to educate consumers. They can utilize standardized materials outlined above or adapt to their own business situations.

Evaluation

- Number of businesses becoming members

- Number of credit bureau checks carried out
- Impact studies in terms of business/banks – assessment of financial or sales benefits to banks and industries of using a credit bureau.

Regulatory Agencies

Regulatory agencies and governmental units involved in regulation and enforcement also need training in the regulations/laws affecting credit bureau operation. An effective credit bureau system needs clear guidelines on procedures to follow and the consequences of not following those procedures. Training was recommended above for businesses/banks involved in credit bureau activities. Regulatory agencies should develop printed materials for both business/banks and consumers concerning their rights and obligations.

Mass Media

As noted above, mass media play an important role in launching a new innovation such as a credit bureau. It would be most helpful if at the time of initial launch, the media could provide specific examples of exactly how the process works, step-by-step, with an indication of what's in it for both businesses/banks and consumers, as well as how consumers can protect their privacy and check their credit.

Communication Strategist at ESTEALAM

The proposed work plan includes a communication specialist at ESTEALAM. I agree that this would be a good idea. I also agree with the proposed duties for this person.

Attachment D: Thoughts about proposed Credit Bureau training/communication plan development, Eric Abbott, May 19, 2006

Thanks very much for the opportunity to respond concerning the development of a communication strategy/plan for the introduction of credit bureau activity in Egypt. These comments I am making are in addition to the general comments I already sent you on May 8 concerning the communication work plan.

The development of a comprehensive communication plan for the introduction of credit bureau activities in Egypt – as noted in my May 8 comments – can be divided into two major components: (1) Internal communication messages focusing on credit bureau users, banks and other financial institutions, and regulatory systems; and (2) External communication messages focusing on consumers whose data will be entered into the credit bureau system and the general public.

I think there would be value in bringing together representatives from the Central Bank, Egyptian Union of Banks, and other participants to discuss the parameters of each component, and to form teams to work on various sub-components prior to any large-scale public launch. Such a workshop would focus on the big picture in terms of development and launch of specific components, and would lead to the identification of specific teams/individuals to work on the components in a coordinated fashion so that they are ready when the credit bureau activities commence. I believe that two days would be sufficient to complete this initial training/workshop activity. Then, specific follow-up activities would be scheduled with sub-component teams over the next week. The follow-up activities would identify a specific timetable and deliverables for each team.

Concerning the first component – industry/banks/regulators—activities here would focus on two main communication needs: (1) Initial launch of the credit bureau activities; and (2) Communication needed for successful implementation of day-to-day credit bureau activities.

For the initial launch, the main recipients of communication messages would be the businesses, banks and financial institutions, and regulatory agencies that would be involved in the process. Although there would be information in the business media, the main activity would be direct to industry/banks via training, workshops, etc. The central objectives of the communication messages would be:

- To identify the benefits of participating in a credit bureau system to the member businesses/banks that would join the system. These core benefits should be clearly understood from the beginning, and should be central to every communication message about credit bureaus that is sent out.
- To clearly explain how to participate in the system – what has to be done, how one applies, who is eligible, etc.
- To explain the regulatory aspects: how credit data is to be collected, stored, transmitted, protected, etc.

For implementation activities, the focus would be on development of communication materials that explain the day-to-day procedures that should be followed by businesses and banks in carrying out activities relating to the credit bureau. This would involve development of office procedure manuals, regulations to be followed, contract forms and permission forms to be developed, etc. General guides for businesses and banks about how to get consumer permissions, collect information, transmit it to the credit bureau, make requests for credit bureau information, and understand the results provided would all need to be covered.

Concerning the second component – consumer communications – the focus would be primarily on consumers at the time when credit bureau information would be collected. This would focus on two major things:

1. Development of uniform messages that inform consumers about the credit bureau process and seek their permission to collect the data and utilize it. These messages are often embedded in contracts and other documents consumers are asked to sign.
2. Creation of general consumer booklets and other educational materials that explain what the credit bureau system is, how it works, and how consumer protections have been provided. These booklets should emphasize the benefits to consumers of their participation in the system, and also consumer safeguards that have been provided.

General mass media coverage of credit bureau activities would also be important at the time of initial launch, but the major thrust of the communication plan would be focused on clear explanatory materials presented at the time when the consumer is making a purchase that would involve use of the credit bureau.

During the proposed two-day training/workshop event, each of the two major components would be discussed. The goal would be to reach agreement on the general objectives of the communication plan, and then to identify the key sub-groups that would be asked to work on development of each component.

Follow-up activities would then focus on working with the sub-groups.

I would estimate that we should allocate 2-3 days of consulting time to prepare for the first training/workshop event, 2 days for the event itself, and another week to meet with each sub-group to focus on the details of what would be prepared by that sub-group and the timetable for completion. Periodic meetings with subgroups would then monitor progress being made. In total, about two weeks of consulting time would be necessary for the initial training/workshop and week of follow-up activities.

Two important deliverables would come from the proposed training/workshop activity:

1. An improved general understanding of the steps involved in the development of a communication strategy for the introduction of a credit bureau system in Egypt.
2. Specific decisions concerning communication materials to be developed for both internal and external audiences, and creation of sub-groups to work on them. This would also involve development of a coordinated timetable for completion of the work.

Attachment E: Call Center Proposed Action Plan:

Objectives:

- Inform the public about the launch and full operation of the MFA Call Center.
- Inform the public about the active mobilization of mortgage finance in the Egyptian market.
- Inform the different stakeholders about the launch of the service.

The Target Audiences for this Action Plan are:

- Banks and Mortgage finance companies
- Developers
- Lawyers and financial advisors
- Different relevant Government organizations engaged in the mortgage finance market
- Media
- Public at large

Here is a selection of the recommended promotion for the MFA Call Center, please note that the some of the proposed actions could be leveraged with the portal promotion action plan as well.

Need	Promotional Activity
Priority	Put Call Center number on all MFA publications
	Put Call center number on all Events promotional signs, Media Releases
	Refer to call center operation in all speaking opportunities by the MFA top management and Board of Directors
	Register call center number in relevant directory and listings in Egypt
	Optimize for search: key words in meta tags, in page title, in content
	Register the Call Center number at Telecom Egypt Directory for referral
	Post the Call Center number on the MOI Portal
	Post the Call Center number at all active banks and MFCs communication tools
	Media announcement by circulating press release to the media
	Email or direct mail announcements to business associations in Egypt for Membership Outreach
	Email or direct mail announcements to Real Estate Associations for Members Outreach
	EFS newsletter announcement
	Newsletter announcements of all service providers in the mortgage finance market
Important	Insertion of number on MFCs and banks mortgage finance ads
	Insertion of number on prime outdoor locations
	Small Signage development and placement in high traffic areas: -Relevant business and mortgage finance related events or networks -Post offices

	-Clubs -Malls
	Special signage at the MFA premises with the hot line number
	Special ads announcements in Business Focused Publications Special window ads in business/developers or real estate focused supplements in newspapers
	Motivate different business associations to promote the MFA call center number among its membership and networks.
	Special TV announcements in relevant TV Programs and Media Interviews by the Chairman
Maintenance efforts	Newspapers insertion flyer
	SMS promotion via GSM telecom operators
	Icon insertions at a selection of websites with high hit rates
	Updated mortgage posters with hotline and URL on it
	Placement in relevant TV programs on a regular basis
	Giveaway: Small stickers with URL and call center number
	Large signage at professional services office, certified appraisals, etc. "This establishment is certified by the Mortgage finance authority in Egypt", adding the portal URL and the call center number

A person duly authorized to do so must sign each copy of the offer in blue ink. Offers submitted by corporations must bear the seal of the corporation. The person signing the offer must initial any changes to the offer.

All offers and related documents must be enclosed in sealed envelopes with the name and address of the offeror and the RFP number clearly marked on the outside.

REQUIRED DOCUMENTS

The following documents should comprise the offer:

1. Letter of Transmittal (See Section 6.2)
2. Descriptive Literature (See Section 1.7)
3. Offeror's Organization, Experience, and Ability (See Section 1.8)
4. Specification Sheets (See Section 3)
5. Offer Schedule (See Section 4)
6. Payment Terms
7. Signed Statements of Work (See Section 5)
8. Offeror's Summary Sheet (See Section 6.1)

A complete offer must include all of the above.

SOURCE OF FUNDING

Any procurement resulting from this tender will be financed by USAID and will be subject to USAID regulations. See Sections 2.2, 2.7, and Attachment 6.3 (Relevant USAID Geographic Codes).

PRICE OFFERS

Prices must be quoted on a lump sum, all-inclusive basis. Offers must show unit prices, extensions, and total price. All services must be clearly labeled and included in the total price. Quotations must be a fixed price, expressed in Egyptian Pounds (L.E.).

All costs associated with the services must be quoted. Offers must show any start-up fees, initial charges and on-going costs.

Notes:

It is anticipated that the buyer will contract for the full services described in this RFP; however the buyer reserves the right to contract for less or more services should it be necessary. This would be negotiated with the successful offeror(s).

DESCRIPTIVE LITERATURE

Descriptive literature for the offered services is required. Descriptive literature means information (e.g. illustrations, drawings, and brochures) that is submitted as part of an offer.

In case of discrepancy between written technical specifications in the RFP and the literature, the literature description will prevail unless otherwise clearly explained.

The phrase “as per specifications,” similar statement, or a simple listing of the document specifications will not be accepted as descriptive literature. Written descriptions are to complement the literature, not substitute for it.

The offeror should provide actual averages for the following metrics (also include peak periods).

- Wait time (Average speed of answer ASA)
- Abandoned calls (%)
- Service level (% in 20 seconds)
- Blockage (%)
- Productivity: Average number of calls processed per call center agent per hour

The offeror should provide samples of the standard reports: Automatic call distribution (ACD), operating and web support (if applicable).

OFFEROR'S ORGANIZATION, EXPERIENCE, AND ABILITY

Each offeror must submit its complete name and address. The offeror must also present a description of the offeror's company and organization, with appropriate reference to parent and subsidiaries, and a demonstration of the offeror's experience and ability in providing the services listed in the offer schedule.

The offeror must also include the following information:

- A list of its major customers
- Number of facilities and their location
- Existing infrastructure
- Number of workstations at each facility
- Web support capabilities
- Average daily call volume
- Percentage breakdown of call and contact types handled within the company:
 - Outbound/Inbound
 - Outbound by type
 - Inbound by type (Order Entry/Customer Service/Sales/Other)
- Startup process for a new account
- Service monitoring capabilities
- Ability to support non-traditional staffing hours
- Hiring and training processes
- Disaster recovery process for both telephone and computer systems
- Ability of developing user defined reports

This information should be included in a separate section of the proposal entitled “Offerors Organization, Experience, and Ability.”

Offerors' call centers may be subject to visit by the evaluation team during the evaluation process.

VALIDITY PERIOD

Offers must remain valid for not less than sixty (60) calendar days after the offer deadline. All required USAID approvals relevant to this procurement are anticipated to occur as scheduled.

BASIS FOR AWARD

Awards will be made to a responsive offeror whose offer follows the RFP instructions, meets the technical specifications, and is judged to be most advantageous to the Buyer in terms of cost, quality, experience, and delivery. In judging the offers, the award criteria will be weighted as follows:

Criteria	Percentage Weight
Cost	50 %
Service metrics	20 %
Offeror's organization, experience, ability, and facilities	25 %
Time required to start service	5 %
TOTAL	100%

NEGOTIATIONS

Best offer quotations are requested. It is anticipated that awards will be made solely on the basis of these original quotations. However, Chemonics International Inc. reserves the right to conduct negotiations and/or request clarifications prior to award.

TERMS OF CONTRACT

This is an RFP only, and in no way obligates Chemonics International Inc. to award any contract. This solicitation is subject to the Terms of Contract attached hereto. The resultant award will be governed by these Terms of Contract.

TERMS OF CONTRACT

DEFINITIONS

- I. "SUPPLIER" means the firm supplying the goods and/or services under this order.
- II. "BUYER" or "AGENT" means Chemonics International Inc., acting on behalf of the Mortgage Finance Authority (MFA).
- III. "USAID" or "AID" means the US Agency for International Development (US Government).
- IV. "HOST COUNTRY" or "COOPERATIVE COUNTRY" means Egypt.
- V. "SOURCE" is the country from which the commodity is shipped to the host country or the host country if the commodity was located therein at the time of purchase.
- VI. "ORIGIN" is the country in which the commodity is produced or grown. A commodity is produced when a commercially recognized new commodity results through the manufacturing, processing, or substantial or major assembling of components. The new commodity resulting is substantially different in basic characteristics, purpose, or utility from its components.

SOURCE AND ORIGIN

Maintenance and installation services shall meet all geographic code 935 source requirements, "**SPECIAL FREE WORLD**", any area or country in the Free World, including the cooperating country itself.

HOST-COUNTRY CONSULAR FEES, DUTIES, AND TARIFFS

This order is being placed on behalf of the **Egypt Financial Services (EFS) project (USAID contract number 263-C-00-05-00003-00) for the Mortgage Finance Authority (MFA)**. The EFS project is an official project of the US Government in Egypt, and as such, is free and exempt from any consular or legalization fees, inspection or validation charges, and any taxes, tariffs, duties, or other levies imposed by laws in effect in Egypt. No such fees, charges, tariffs, duties, or levies will be paid under this order.

PLACE OF PERFORMANCE

The place of performance after receipt of order will be at the successful supplier's premises in Egypt.

PAYMENT

Payment terms are to be negotiated with the successful offeror.

RECRUITMENT AND TRAINING

Supplier shall deploy well qualified, trained call center agents with excellent communication skills in both Arabic and English. Soft skills training will be the responsibility of the supplier, while training on the mortgage finance specifics will be provided by the Mortgage Finance Authority at no cost to the supplier.

ELIGIBILITY OF SUPPLIERS

- A. The Supplier must be a citizen or legal resident of, or a corporation, partnership, joint venture, or unincorporated association organized under the laws of Egypt or the United States under Geographic Code 000 unless otherwise specified.
- B. The Supplier should have at least 2 years of experience in providing Call Center services.
- C. No equipment, materials, or services shall be eligible for USAID financing if offered by a Supplier included on any list of suspended, debarred, or ineligible suppliers used by USAID.

CHANGES

The Buyer may, at any time, by written order, and without notice to the sureties, make changes within the general scope of the contract.

If any such change(s) causes an increase or a decrease in the cost, the performance time required, or any part of the work under the contract, then an equitable adjustment shall be made in the contract price or delivery schedule, or both. The purchase order shall then be modified in writing accordingly. Any claim by the supplier for adjustment under this contract must be asserted within 30 (thirty) days from the date of receipt by the Supplier of the modification or change.

LIQUIDATED DAMAGES

If the Supplier fails to start the required service as scheduled in the negotiated contract, a late delivery charge of one percent (1%) per week will be charged. Up to ten percent (10%) may be charged to the Supplier if start of service extends beyond the specified contract negotiated start date.

TERMINATION BY THE BUYER FOR DEFAULT

The Buyer may, by written notice of default sent to the Supplier by registered mail, terminate in whole or part of this order if a) the Supplier fails to complete the required service within the time specified in the order or b) if the Supplier fails to perform any of the other provisions of this order, or so fails to make progress as to endanger performance of this contract in accordance with its terms and, in either of these two circumstances, does not cure such failure within a period of ten days (or longer period as the Buyer may authorize in writing) after receipt from the Buyer specifying such failure.

TERMINATION BY THE BUYER FOR CONVENIENCE

The performance of work under this order may be terminated by the Buyer in whole, or in part whenever the Buyer shall determine that such termination is in the best interests of the Buyer. In such case the Supplier shall submit a written claim not later than three months from the notice of termination. The claim will be handled according to the terms of the Federal Acquisition Regulation (FAR.).

FORCE MAJEURE

Except with respect to default of subcontractors, the Supplier shall not be liable for any excess costs if the failure to perform the contract arises out of causes beyond the control and without the fault or negligence of the Supplier (Force Majeure) and if the Supplier, within 20 (twenty) days from the beginning of any such Force Majeure notifies the Buyer of such prevention of performance and the cause thereof. Such causes may include, but are not restricted to, acts of the Buyer in either its sovereign or contractual capacity, fires, floods, epidemics, quarantine restrictions, strikes, freight embargoes, and unusually severe weather, but in every case the failure to perform must be beyond the control and without the fault or negligence of the supplier. If the failure to perform is caused by the fault of a subcontractor and if such default arises out of causes beyond the control of both the Supplier and the subcontractor and without the fault or negligence of either of them (Force Majeure), and the Supplier, within 20 (twenty) days from the beginning of any such Force Majeure, notifies the Buyer of such prevention of performance and the cause thereof, the Supplier shall not be liable for any excess costs due to the failure to perform, unless the supplies or services to be furnished by the subcontractor were obtainable from other sources in sufficient time to permit the Supplier to meet the required delivery schedule.

DISPUTES

In the event of disputes arising in connection with this contract, the parties shall make reasonable attempts to reach an amicable settlement among themselves prior to invoking arbitration. In the event that the parties fail to reach an amicable settlement among themselves within 40 days, the dispute shall be decided under the rules of Conciliation and Arbitration of the International Chamber of Commerce.

ASSIGNMENT

The Supplier may not assign its obligation to perform under the contract except with the prior written consent of both the Buyer. The Supplier may not assign its rights to receive payment under the contract except with the prior written consent of the Buyer.

CLAUSES INCORPORATED BY REFERENCE

This contract incorporates the following Federal Acquisition Regulation (48 Code of Federal Regulations, Chapter 1) and AID Acquisition Regulations (48 Code of Federal Regulations Chapter 7) by reference, with the same force and effect as if they were given in full text. These clauses also are hereby incorporated into each subcontract issued hereunder. Modifications, which apply to this contract, appear after each clause. It is understood and agreed that the Supplier may be obligated by and to Chemonics International for any specifications or documentation required of Chemonics International under these clauses and that unless the context indicates otherwise, references to the Government in these clauses refer to Chemonics and references to the "Contractor" refer to the Supplier. The Supplier hereby agrees to abide by the terms and conditions imposed by these clauses. With respect to documentation and approvals required under these clauses, all such documentation and approvals shall be submitted to or requested from Chemonics International.

Chemonics International will make their full text available upon request by the Supplier. Also the full text of the clause may be accessed electronically at:

FAR clauses:

AIDAR clauses:

PROTESTS

Please note that in submitting a response to this solicitation, the offeror understands that USAID is not a party to the solicitation, and the offeror agrees that any protest hereunder must be presented to Chemonics International for consideration, as USAID will not consider protests made to it under USAID-financed subcontracts. Chemonics, as its sole discretion, will make a final decision on the protest at a level above the contracting officer for this procurement.

DISCLOSURE

The supplier should understand that the information collected on behalf of the Mortgage Finance Authority (MFA) is regarded as **CONFIDENTIAL**, all parties involved must abide to that. The Supplier may not disclose all or part of the collected information to a third party without a prior written approval by the MFA. The supplier might be asked to sign a non-disclosure agreement with the MFA before being awarded the contract.

Federal Acquisition Regulation (FAR) Clauses

52.202-1	DEFINITIONS	DEC 2001
52.203-3	GRATUITIES	APR 1984
52.203-6	RESTRICTIONS ON SUBCONTRACTOR SALES TO THE GOVERNMENT	JUL 1995
52.203-8	CANCELLATION, RECESSION, AND RECOVERY OF FUNDS FOR ILLEGAL OR IMPROPER ACTIVITY	JAN 1997
52.203-10	PRICE OR FEE ADJUSTMENT FOR ILLEGAL OR IMPROPER ACTIVITY	JAN 1997
52.209-6	PROTECTING THE GOVERNMENT'S INTEREST WHEN SUBCONTRACTING WITH CONTRACTORS DEBARRED, SUSPENDED, OR PROPOSED FOR DEBARMENT	JUL 1995
52-212-4	CONTRACT TERMS AND CONDITIONS-COMMERCIAL ITEMS	FEB 2002
52.212-5	CONTRACT ITEMS AND CONDITIONS REQUIRED TO IMPLEMENT STATUTES OR EXECUTIVE ORDERS-COMMERCIAL ITEMS	DEC 2001
52.222-26	EQUAL OPPORTUNITY	APR 2002
52.222-29	NOTIFICATION OF VISA DENIAL	APR 1984
52.222-36	AFFIRMATIVE ACTION FOR HANDICAPPED WORKERS	APR 1984
52.225-11	RESTRICTIONS ON CERTAIN FOREIGN PURCHASES	JUL 2000
52.227-2	NOTICE AND ASSISTANCE REGARDING PATENT AND COPYRIGHT INFRINGEMENT	AUG 1996
52.227-3	PATENT INDEMNITY	APR 1984
52.227-19	COMMERCIAL COMPUTER SOFTWARE RESTRICTED RIGHTS	JUN 1987
52.229-6	TAXES - FOREIGN FIXED-PRICE CONTRACTS	JAN 1991
52.232-23	ASSIGNMENT OF CLAIMS	JAN 1986
52.242-13	BANKRUPTCY	JUL 1995
52.242-15	STOP WORK ORDER	AUG 1989
52.242-17	GOVERNMENT DELAY OF WORK	APR 1984
52.247-63	PREFERENCE FOR U.S. FLAG AIR CARRIERS	JAN 1997

Agency for International Development Acquisition (AIDAR) Clauses

752.202-1	USAID DEFINITIONS CLAUSE--SUPPLEMENT FOR USAID CONTRACTS INVOLVING PERFORMANCE OVERSEAS Alternate 72	JAN 1990
752.209-71	ORGANIZATIONAL CONFLICTS OF INTEREST DISCOVERED AFTER AWARD	JUN 1993
752.211-70	LANGUAGE AND MEASUREMENT	JUN 1992
752.22570	SOURCE, ORIGIN AND NATIONALITY REQUIREMENTS	FEB 1997
752.7006	NOTICES	APR 1984
752.7009	MARKING	JAN 1993
752.7025	APPROVALS	APR 1984

TECHNICAL SPECIFICATIONS

MANDATORY REQUIREMENTS

Specification requested	Specification offered (Check if same)
As a primary offer: 2 dedicated seats for inbound services 6 days/week, 12 hours/day, holidays excluded	_____
As an alternative offer (1): 1 dedicated seat for inbound services 6 days/week, 12 hours/day, holidays excluded	_____
As an alternative offer (2): 2 non-dedicated seats for inbound services 6 days/week, 12 hours/day, holidays excluded	
Supplier shall provide a regular dedicated phone-number	_____
Call center agents shall be capable of handling bi-lingual (Arabic/English) queries	_____
Calls shall be handled live for the contracted period	_____
For calls received before or after the contracted period, supplier shall supply a recorded message to inform callers of Call Center availability hours	
Services required : Inquiry Handling	_____
Supplier shall provide the necessary standard reports (Please specify)	_____
Supplier shall help finalize the answer scripts	_____
Supplier shall provide the caller with a MFA phone-number, if call center agent is not able to answer	_____

OTHER REQUIREMENTS

Specification requested	Specification offered (Check if same)
Supplier shall hire skilled call center agents, account managers, and other required personnel, and be responsible for their salaries	_____
Supplier shall be responsible for the soft skills training of the call center agents	_____
Suppliers shall be responsible for the transportation of the call center personnel assigned to this account to and from the Call Center premises	_____
Supplier shall provide the Call Center Inbound services at their own premises (equipped with the necessary infrastructure)	_____
Supplier shall have an appropriate disaster recovery plan for computer and telephone network	_____
Supplier shall provide the necessary monitoring services	_____

OPTIONAL REQUIREMENTS

Specification requested

Specification offered
(Check if same)

Providing services during holidays excluding week-ends	_____
Supplier shall capture details of the caller (name, address,) and maintain a database with caller details	_____
Supplier shall help specifying the data capture requirements	_____
Supplier shall supply a tape-recording with all received calls	_____

OFFER SCHEDULE

**SCHEDULE A
Services
Primary Offer**

OFFEROR'S NAME _____

Ref. Number	Description	Qty	Unit Price (LE)	Total Price (LE)
	On-going Cost:			
	Charges per dedicated seat per month for Inbound services 6 days/week, 12 hours/day, holidays excluded	2		
	Charges for standard reports per month			
	Other on-going charges per month (Please specify)			
	Total On-going Cost			
	One-Time Cost (If applicable)			
	Start-up charges			
	Other initial charges			
	Others (Please specify)			
	Total One-Time Cost			
	Cost for Optional Requirements			
	Charges for option of providing services during holidays excluding week-ends per month			
	Charges for capturing details of the caller and maintaining a database with caller details per month			
	Charges for providing help to specify the data capture requirements (one time cost)			

Ref. Number	Description	Qty	Unit Price (LE)	Total Price (LE)
	Charges for supplying a tape-recording with all received calls per month			
	Other options (Please specify)			

SCHEDULE A**Services
Alternative Offer (1)****OFFEROR'S NAME** _____

Ref. Number	Description	Qty	Unit Price (LE)	Total Price (LE)
	On-going Cost:			
	Charges per dedicated seat per month for Inbound services 6 days/week, 12 hours/day, holidays excluded	1		
	Charges for standard reports per month			
	Other on-going charges per month (Please specify)			
	Total On-going Cost			
	One-Time Cost (If applicable)			
	Start-up charges			
	Other initial charges			
	Others (Please specify)			
	Total One-Time Cost			
	Cost for Optional Requirements			
	Charges for option of providing services during holidays excluding week-ends per month			
	Charges for capturing details of the caller and maintaining a database with caller details per month			
	Charges for providing help to specify the data capture requirements (one time cost)			
	Charges for supplying a tape-recording with all received calls per month			

Ref. Number	Description	Qty	Unit Price (LE)	Total Price (LE)
	Other options (Please specify)			

SCHEDULE A
Services
Alternative Offer (2)

OFFEROR'S NAME _____

Ref. Number	Description	Qty	Unit Price (LE)	Total Price (LE)
	On-going Cost:			
	Charges per non-dedicated seat per month for Inbound services 6 days/week, 12 hours/day, holidays excluded	2		
	Charges for standard reports per month			
	Other on-going charges per month (Please specify)			
	Total On-going Cost			
	One-Time Cost (If applicable)			
	Start-up charges			
	Other initial charges			
	Others (Please specify)			
	Total One-Time Cost			
	Cost for Optional Requirements			
	Charges for option of providing services during holidays excluding week-ends per month			
	Charges for capturing details of the caller and maintaining a database with caller details per month			
	Charges for providing help to specify the data capture requirements (one time cost)			

Ref. Number	Description	Qty	Unit Price (LE)	Total Price (LE)
	Charges for supplying a tape-recording with all received calls per month			
	Other options (Please specify)			

STATEMENT OF WORK

The attached statement of work is to be signed by an authorized company representative and submitted with the offer.

STATEMENT OF WORK: CALL CENTER INBOUND SERVICES

STATEMENT OF WORK: CALL CENTER INBOUND SERVICES

- 1) The supplier is responsible for providing call center inbound services to the Mortgage Finance Authority (MFA) at the supplier's premises.
- 2) The service must be available within the period negotiated with the supplier.
- 3) The supplier is solely responsible for all costs associated with providing the services. All materials and personnel required for providing the services shall be furnished by the supplier.
- 4) The supplier shall conform to the metrics provided in the proposal.

_____ (Supplier) agrees wholly and completely to comply with the terms and conditions of this CALL CENTER INBOUND SERVICES STATEMENT OF WORK.

SIGNATURE OF AUTHORIZED REPRESENTATIVE

DATE

NAME AND TITLE

ATTACHMENTS

OFFEROR'S SUMMARY SHEET

I. Name of Offeror:
Address:
Telephone/Fax No.
Contact:

II. **Schedule A Cost**

Primary Offer:

Two (2) dedicated seats for inbound services 6 days/week
12 hours/day, holidays excluded:

Total on-going cost per month L.E. _____

Total one-time cost L.E. _____

Charges for the option of providing services L.E. _____
during holidays excluding week-ends per month

Alternative Offer (1):

One (1) dedicated seat for inbound services 6 days/week
12 hours/day, holidays excluded:

Total on-going cost per month L.E. _____

Total one-time cost L.E. _____

Charges for the option of providing services L.E. _____
during holidays excluding week-ends per month

Alternative Offer (2):

Two (2) non-dedicated seats for inbound services 6 days/week
12 hours/day, holidays excluded:

Total on-going cost per month L.E. _____

Total one-time cost L.E. _____

Charges for the option of providing services L.E. _____
during holidays excluding week-ends per month

Cost for Optional Requirements

Charges for capturing details of the caller L.E. _____
and maintaining a database with caller details per month

Charges for providing help to specify the data capture requirements (one time cost) L.E. _____

Charges for supplying a tape-recording with all received calls per month L.E. _____

Other options L.E. _____

- III. Number of agents hired and trained :
 - _____ dedicated agent (Primary Offer)
 - _____ dedicated agent (Alternative Offer 1)
 - _____ non-dedicated agent (Alternative Offer 2)

IV. Time required to start service From receipt of order to start of service _____ calendar days

Signature: _____

Name: _____

Title: _____

LETTER OF TRANSMITTAL

Chemonics International
Egypt Financial Services Project (EFS)
4 Hayet El-Tadrees Square
Dokki, Giza.
Egypt
Att.: Operation Manager
RFP NO. EFS 2006/001

Gentlemen:

_____ hereby proposes to furnish all services contained in Schedule A and to perform all work required to deliver all of the items specified in the schedule(s) of the above-referenced RFP. Please find our attached detailed offer, as well as the completed Offeror's Summary Sheet(s), descriptive literature, specification sheets and all other information as called for in the RFP.

We hereby acknowledge and agree to all of the terms and conditions, special provisions, and instructions included in the above-referenced RFP. Should our offer be accepted we shall provide a performance bond or guaranty as required. We further certify that we, as a supplier, as well as all of the commodities and commodity-related services offered with this quotation are eligible to participate in this procurement under the terms and conditions of this solicitation and under AID regulations and are currently not excluded from federal procurement or non-procurement programs.

Company Name: _____
Name & title of person
Authorized to sign: _____
Signature: _____
Date: _____

Relevant AID Geographic Codes

The eligible source/origin of A.I.D.-financed procurement are shown in the A.I.D.-financed Procurement Information Bulletins by a three digit A.I.D. Geographic Code Number. Following are summaries of the most frequently used codes with a listing of the countries included in each. (See A.I.D. Handbook 11, Chapter 3, Attachment A for further details.)

- Code 000: United States of America
 Code 899: FREE WORLD-any area or country in the Free World, excluding the cooperating country itself.
 Code 935: SPECIAL FREE WORLD-any are or country in the Free World, including the cooperating country itself.
 Code 941: SELECTED FREE WORLD-any independent country in the Free World, excluding the cooperating country and the following:

	<u>EUROPE</u>		<u>OTHER</u>
Albania	Lithuania	Angola	Krygystan
Andorra	Luxembourg	Australia	Mongolia
Armenia	Macedonia*	Bahamas	New Zealand
Austria	Malta	Bahrain	Qatar
Azerbaijan	Moldova	Canada	Saudi Arabia
Belgium	Monaco	Cyprus	Singapore
Bosnia	Herzegovina	Gabon	South Africa
Bulgaria	Netherlands	Hong Kong	Taiwan*
Belarus	Norway	Iceland	Tajikistan
Croatia	Poland	Japan	Turkmenistan
Czech Rep.	Portugal	Kazakhstan	UAE
Denmark	Romania	Kuwait	Uzbekistan
Estonia	Russia	People's Republic of China	
Finland	San Marino		
France	Serbia*		
Georgia	Slovak Republic		
Germany	Slovenia		
Greece	Spain		
Hungary	Sweden		
Ireland	Switzerland		
Italy	Ukraine		
Latvia	United Kingdom		
Liechtenstein	Vatican City		
Montenegro*			

"FREE WORLD" excludes the following area or countries: Cuba, Iran, Iraq, Laos, Libya, North Korea, and Syria.

* Has the status of a "geopolitical entity", rather than an independent country.