

Faces from Egypt

Reem – Customer Service with a Smile



Reem El Mokadem, a talented and motivated young lady who graduated from the Faculty of Commerce at Cairo University in 2009, is the friendly face that meets customers as they proceed with their business licenses at the Cairo Tamayouz Center. The Tamayouz Center was established by the Cairo Chamber of Commerce, with support of two ministries and USAID in 2010.

During each of her summer vacations in college, Reem devoted herself to trainings in private companies and banks, in addition to English and IT training. Once she graduated, Reem joined the one-year general training courses offered by the Cairo Chamber of Commerce. She was then selected to be one of 45 other young professionals to be the first group of employees at the Tamayouz Center. Reem underwent four months of training on procedures for taxes, customs, insurance, district licenses, in addition to business etiquette, information system

application, and other services of the 8 public authorities now represented at the Center.

“Our manager from USAID-TAPRII, Dr. Hasan el Gogary, was our main trainer, and he wanted to make sure that we absorbed every step of the business process” said Reem. Their training included role playing, scenarios, and rotational training in front offices, data entry, and document revision.

“The main advantage of Tamaouz is that it is built on youth who are all motivated to best represent Tamayouz when dealing with private sector applicants, and eager to learn new things,” said Reem when asked about how Tamaouz compares to other public service providers in Egypt. Given her devotion and hard work, Reem received in February 2011 the ‘Employee of the Month’ recognition that Tamayouz arranges every month as an incentive. That is in addition to the financial performance incentives that the Center provides.

“I love my work and I am proud of being part of Tamayouz. That’s what I wake up in the morning for, making a difference and making customers’ lives easier. On the opening day of the Tamayouz Center, the Ministers of Trade and Telecommunications were amazed at how well we knew how to handle every case.” When asked what she would like to do in ten years, Reem



said she would like to have a private
export and import business.