



## Silah Gulf recognized as leader in Middle East Contact Centre Industry



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Within the annual Insights Middle East Call Centre Awards (MECC '14) held in Dubai, United Arab Emirates – Silah Gulf has won 10 awards while competing against major regional players. Now in its ninth year, the Insights Middle East Call Centre Awards is the regional benchmark for the contact centre industry. Widely acclaimed as the most comprehensive and rigorous contest in the region, the awards recognizes performance in over 30 categories.

Headquartered in the Kingdom of Bahrain, the multi-award winning and premium customer experience solutions provider proudly took home the awards for Market Leader, Best Medium Outsourcing Provider and Best Omni channel implementation and 7 other major awards pertaining to outsourcing operations in private and government services and technology solutions.

The awards further solidify Silah's commitment in delivering exceptional customer service experience for the private and public sector. These winning accolades also confirm Silah's leading position in the BPO and contact centre industry in the GCC.

Launched in September 2009, Silah is a joint venture between Bahrain's eGovernment Authority and UK-based Merchants, providing premium customer experience solution services to leading private and public sector client's customers in Bahrain, Kuwait, UAE and recently Saudi Arabia, Silah also operates the National Contact Centre for the Kingdom of Bahrain

"Since Silah's inception in 2009 our aim was to create a premium organization which will not only provide best in class customer experience services for the Bahraini citizen, but also become an incubator for the services industry as a whole in the region. Silah is a success story for the industry and for Bahrain" said Silah Gulf CEO, Mr. Ricardo Langwieder-Görner, he further commented "In our competitive industry the goal is not growth or recognition, but value

creation and competitive advantage to our customers, size and recognition are by-products and eventually deserved. Being recognized as the market leader in Bahrain and the leading medium outsourcing provider in the Middle East are great milestones and I am extremely proud of the hard work and dedication that my team has demonstrated."