

## **Silah Staff Accredited with Customer Experience Consultancy Certifications**



10-Dec-2015

In line with Silah Gulf's strategy to enhance and develop the company's consultancy portfolio, over twenty of the Silah's key staff were accredited as CCDM (Contact Centre Development Model) and CXMM (Contact Experience Maturity Model) consultants at a workshop conducted by Dimension Data in December 2015 at Silah's Gulf Headquarters situated in the Kingdom of Bahrain.

"Both CCDM and CXMM are a leading international consulting methodology proven in A-Brands throughout the world, enabling companies to establish efficient and effective customer experience frameworks and evaluate maturity against best industry standards and differentiate themselves from their competitors" said Silah Gulf CEO Mr Ricardo Langwieder-Görner. Mr Langwieder-Görner further commented "In our dynamic industry the core goal is not just about growth or recognition, but about sustainable value creation.

The ability to transform, streamline and upgrade customer service structures for both our existing clients, and also for new clients throughout the GCC, is an important and unique asset.”

With CCDM and CXMM Certificate achievement, Silah Gulf has further strengthened its customer experience solutions portfolio and position as a leading customer experience solutions provider in the Gulf.

Silah Gulf is a premium, multi award winning customer experience solutions provider headquartered in the Kingdom of Bahrain. Silah was launched in 2009 as a Joint Venture in the Middle East region by UK based Merchants (Dimension Data) and Bahrain’s eGovernment Authority and has operations in Bahrain, Kuwait, Saudi Arabia and the UAE. Silah has a workforce of over 750+ professionals and specialises in end-to-end customer experience solutions in the Telecom, Banking, Government, Retail and Travel sectors.