

Silah Employees Complete Coaching and Performance Management Accreditation



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Seven Silah employees recently completed accredited training in Coaching and Performance Management skills. Both programmes are carefully structured to enable learners to develop their skills by using the methodologies learnt in real-life situations in their everyday work.

Silah's Assistant Training Manager, Mrs Heba Sayed, worked closely with Silah's shareholder Merchants, who are global pioneers in the Contact Centre and BPO Industry with over 30 years' experience, to define the underlying unique learning approach for these innovative programmes.

"It has been a very rewarding experience seeing the students take their learning experiences into the workplace" said Mrs Sayed "With their new skills

they will make a difference to their teams, and we look forward to rolling out this approach across all of our BPO projects” she continued.

After completing the classroom based training, learners are given a work related project to confirm knowledge transfer and ensure they are competent in the new methodologies. “Both Coaching and Performance Management are key skills in the Contact Centre environment and Silah wishes to ensure they are carried out to the highest standards” said Mrs Sayed “We feedback to the learners once they have completed their projects and they only get accreditation when the projects are fulfilled to the highest standards and to ensure consistency throughout the company”

Mr Ricardo Langwieder-Görner, Silah’s CEO commented “These programmes are unique and a truly engaging way for anyone to develop their skills for work. They are carefully structured and supported so learners have a safe environment to absorb and practice their new skills, and we are very excited to be rolling this out over the whole organisation. It is something that will put us one step ahead of competition.”

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.