

## Diyar Al Muharraq Signs Corporate Agreement with Silah Gulf for Contact Centre Services



**Manama, Bahrain, 30<sup>th</sup> October 2017:** Diyar Al Muharraq, one of the leading urban developers in the Kingdom of Bahrain, announced the signing of a corporate agreement with Silah Gulf (Silah), specialists in customer management and contact centre services, for the provision of comprehensive Call Centre Services.

The agreement was signed on Sunday, the 29<sup>th</sup> of October, 2017 at Diyar Al Muharraq headquarters at the Bahrain World Trade Centre in Manama by Dr. Maher Al Shaer, the Chief Executive Officer of Diyar Al Muharraq, and Mr. Ricardo Langwieder-Görner, the Chief Executive Officer of Silah Gulf, in the presence of officials from both sides.

As per the stipulations of the Agreement, Silah Gulf will provide professional contact centre services to Diyar Al Muharraq, which will include handling of all incoming voice calls and live web chats, through the utilization of experienced, well-versed and dedicated agents. In line with the terms of the contract, any Sales or Technical (TIO) enquiries and Customer relationship activities will be undertaken by Silah Gulf on behalf of Diyar Al Muharraq.

Speaking on the occasion, Chief Executive Officer of Diyar Al Muharraq, Dr. Maher Al Shaer said: "With its vast scale of operations, years of expertise, professional work ethics and its proven capability of servicing many of the largest corporations in their respective sectors, Silah Gulf is one of the most renowned and accomplished companies in the customer service industry. And with Diyar Al Muharraq envisioned to be the biggest, most complete mixed-use development in the Kingdom of Bahrain, in



terms of its extensive size and scope and its substantial contribution to the economy of the Kingdom, both the companies stand to be of equal measure with regards to organizational structure, capability and ambition. Therefore, it is with immense pleasure that I announce the signing of this agreement to forge an alliance that will undoubtedly carry Diyar Al Muharraq further into the digital age, enhance customer experience and therefore propel us into greater success.”

“With the assimilation of digital technology into almost every aspect of our daily lives, even the most ardent cynics tend to lean on its conveniences from time to time. And with the number of interactive software users and mobile technology consumers only increasing on an exponential basis, we decided that seeking professional services to manage, augment and therefore, stimulate customer relations was the most productive course of action. Our association with an organization of such prestige and illustrious acclaim exemplifies the degree of excellence that we inculcate in every aspect of our operations, and we look towards maintaining and building on that philosophy as we manifest our aspirations of architectural and societal grandeur,” he added.

Mr Ricardo Langwieder-Görner, the Chief Executive Officer of Silah Gulf said: “Diyar Al Muharraq is a leading Real estate company in the kingdom launching elite customer experience services to its clients. We are both proud and excited to be the solutions partner for this key project”.

Launched in 2009, Silah Gulf is a premium, multi-award winning customer experience solutions provider headquartered in the Kingdom of Bahrain. With operational centers extending from the G.C.C. to South Africa offering multilingual capability and various skill sets supporting client contact experiences, Silah are customer experience specialists with 30 years of success in customer management, over 3,000 contact centre projects delivered worldwide and a network of 5,000 skilled people.

Diyar Al Muharraq is a unique master planned city for the people of Bahrain offering range of housing options and quality lifestyle. Diyar Al Muharraq offers a cohesive mix of residential and commercial properties with a strong lineup of projects aimed at creating a long term and sophisticated township.

#### **Notes to the Editor:**

Diyar Al Muharraq is one of the most visionary and progressive urban developments in the Kingdom of Bahrain; an all comprehensive, fully integrated modern city best described as a complete society incorporating a strong line-up of projects which include a vast variety of residential and commercial properties, ideal for both personal and investment purposes. Aimed at creating a long term and sustainable township, Diyar Al Muharraq is located on the northern shores of Muharraq and comprises of 7 islands with a total of 10 square kilometers of reclaimed land. Upon completion, Diyar Al Muharraq will encompass over 40 kilometers of waterfront with sandy beaches, and all the elements of a vibrant community ranging extensively from fully equipped educational facilities and schools, medical centres, recreation facilities, shopping malls, expansive parklands, hotels and marinas. Diyar Al Muharraq is to be a first of its kind development, one that aims to offers its occupants a safe haven for the ideal life.



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