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“Silah Gulf chairs key service industry round table”



Bahrain-headquartered Silah Gulf hosted the first regional Customer Connect Executive Exchange round table in collaboration with IQPC Middle East at the Capital Club, Dubai UAE on 22nd October 2017. Participants included EDB Bahrain, AlRajhi Takaful, OSN, Virgin Mobile, UiPath and Lumsis amongst others.

The theme and focus of the round table was “The Future of Customer Experience in a Digital Era”. The event was attended by leading industry experts from around the world to discuss the trends and dynamics of Customer Experience in the Middle East.

Silah Gulf CEO Ricardo Langwieder-Görner who chaired the round table stated “Organizations won’t be able to survive and compete with the newer age digital businesses if they keep doing things the way they always have. We need to be cognisant of the 4th industrial revolution which is the digital era and embrace change and disrupt ourselves to remain competitive. The Customer Connect Executive Exchange round table provides a platform for industry thought leaders and practitioners across verticals to discuss the latest CX dynamics, such as AI, Robotics, Big Data and sourcing models.”

Silah Gulf is a premium, multi award winning customer experience solutions specialist 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 Information & eGovernment Authority and has operations in Bahrain, Kuwait, Saudi Arabia and the UAE. Silah has a workforce of over 700+ professionals and specialises in end-to-end customer experience solutions in the Telecom, Banking, Government, Retail and Travel sectors.

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