



Ricardo Langwieder-Görner: Silah Gulf, CEO Call Centre Middle East

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BAHRAIN'S SILAH GULF THOUGHT LEADER AT THE 2016 CALL CENTRE MIDDLE EAST WEEK

Silah Gulf participated at the 3rd Call Centre Middle East Week, which took place from December 4th – 7th at Le Royal Meridien, Dubai, and UAE. This conference was organized by IQPC Middle East.

The theme and focus of the Conference was – “Transforming from inbound to outbound through A.I., robotics, analytics, and omni-channel integration.” The

event featured a conference and exclusive interactive workshops with call centre experts from all around world, sharing their knowledge and expertise to transform Contact Centers in the Middle.

Mr. Ricardo Langwieder-Goerner, Chief Executive of Silah presented a keynote speech on the Middle East Customer Experience Dynamics and future trends and participated in a panel highlighting the advantages of the Bahrain services industry together with John Kilmartin, Executive Director, ICT of the Bahrain EDB. Silah's Chief Technology Officer, Ms. Joanne Mcsheffrey, was also a keynote speaker highlighting Silah Robotics and process automation solutions and CX Management technologies.

Ricardo Langwieder-Goerner said: "The BPO and Service industry in the Gulf is booming and with Silah Gulf at its forefront, the Bahrain service hub with its abundant talent pool and strategic location, is becoming a preferred solution for GCC near-shore services. In spite of new technologies and exiting digital enhancements in our industry, the human touch and in particular the Arabic language is a key element for success. Offshoring Arabic and English voice services to North Africa and Asia may seem like a cheaper solution at first, but will not meet the GCC client's expectations and ambition to differentiate via quality services."

Silah Gulf is a premium, multi-award winning customer experience solutions specialist headquartered in the Kingdom of Bahrain. Silah has a workforce of over 850+ professionals and specializes on End-to-end customer experience solutions in the Telecom, Banking, Government, Retail and Travel space. Silah

is a Joint Venture by UK based Merchants (Dimension Data) and Bahrain's eGovernment Authority and has operations in Bahrain, Kuwait, Saudi Arabia and the UAE.

For more information on Silah Gulf,

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