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Silah Gulf and novomind MEA Strategic Partnership for intelligent Customer Experience Technologies



Silah Gulf’s CEO, Ricardo Langwieder-Goerner, novomind Global Sales & Marketing Director Sylvia Fija, novomind CEO and Founder Peter Samuelsen, Silah Gulf’s Head of Sales and Marketing Noor Bubshait, novomind MEA managing director Hossam Amer



Silah Gulf and novomind, both leading specialists in innovative and premium Customer Experience (CX) solutions, join forces to revolutionize CX in the Middle-East by delivering next generation Digital customer services & ChatBot solutions. As companies in the Middle East are experiencing mounting pressure to drive efficiencies in today's highly competitive business climate, the design and management of both captive and outsourced operations, powered by NLP and Chatbots, novomind iAGENT platform, brings opportunities to drive substantial process efficiencies, reduce costs, increase flexibility and accuracy and ultimately enhance customer experience. With a proven track record in various industries, such as banking, insurance, energy, retail, and telecommunications, novomind iAGENT Digital Channels & ChatBot platform suite provided by Silah and novomind MEA enables businesses to execute critical operations more efficiently, more securely and with greater agility.

Silah Gulf's CEO, Ricardo Langwieder-Goerner added: "We live in a digital era and digital innovation is a key driver for customer experience. We are excited to launch innovative Digital customer services and intelligent ChatBot solutions together with novomind MEA. This Product line will revolutionize the way businesses operate in the Digital customer service and Business Process Management space in the region. It streamlines intelligent handling of digital customer interaction, as well as automates customer self-services using ChatBots and allows service agents to become more professional through next-best-action guidance. "Our Digital Customer services & ChatBot suite will change the way Middle East businesses expedite core operational processes, ultimately improving their efficiency and their end user experience, while strengthening businesses' bottom lines"

stated Peter Samuelsen, Founder of novomind. "classic customer voice communication with business is moving to be more digital. Businesses need to enhance their communications with intelligent customer services platform and self-services ChatBots to drive business impact and we are happy to see the start of the cooperation between Silah Gulf and novomind MEA and look forward to the success of this new strategic partnership."



About Silah 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 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.

For more information: www.silah.bh

About novomind

novomind develops intelligent commerce and customer service software solutions and belong to the European technology leaders in the field of intelligent business solutions. As part of the founding story of novomind starting in 1999, Artificial intelligence (AI) and developing AI technology is in novomind's DNA. Novomind is passionate about clever and efficient combinations of creative developer spirit and artificial intelligence. With hanseatic roots in Hamburg and technology in use worldwide, novomind supports more than 300 companies with over 400 employees. The service spectrum of novomind is as broad as it is specialised: from individual customer e-business solutions and e-commerce products such as online shops, PIM (Product Information Management) and marketplace integration, up to tailored solutions for contact and service centres. novomind MEA is the Middle east, Africa and North Africa operation for novomind, with a strong regional R&D, Support and senior consultant teams to cater for Middle East customers and partner support.

Contact:

Silah Gulf
Ms Noor Bubshait
Senior Sales & Marketing Manager, Silah Gulf

M: +973 36661107 T: +973 17155200
D: +973 17155353 F: +973 17155222

novomind MEA

Ms Maryna Borovska
Sales and Marketing Coordinator, novomind MEA

T: +971 43712597 F: +971 43712598
Email: mborovska@novomind-mea.com