



## **Silah Gulf Signs a Long Term Partnership Agreement with McDonald's Delivery Contact Centre in Bahrain**



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Bahrain-headquartered Silah Gulf (Silah), a multi-award winning contact centre and customer experience solutions company, has recently been selected as the contact centre service provider of choice for McDonald's Bahrain. Silah is providing a dedicated team of well-trained, multi-lingual customer service experts to deliver service excellence to McDonald's customers.

McDonald's recorded increased orders through its contact centre and received positive customer appreciations during its first two months of operation with Silah Gulf. Speaking on the occasion, Mr. Abdulla Adel Fakhro, Director of Fakhro Restaurants Company, commented: "We recently celebrated our 20th Anniversary here in Bahrain and believe that delivering excellent customer

experience is at the core of our success. This partnership with Silah is a further indication of our commitment to ensuring continued growth through highest standards of customer service.” In addition, Mr. Ahmad Jaser, General Manager, McDonald’s Bahrain, said: “We are delighted with our decision to select Silah to manage and deliver our Contact Centre Operations. Both McDonald’s and Silah share a common commitment to enhance the experience of our customers. We look forward to building on this new partnership.”

Mr. Ricardo Langwieder-Görner, Chief Executive Officer (CEO), Silah said, “We are extremely pleased to be partnering and working with such a world-class brand. Our new customer win with McDonald’s further demonstrates our position as the market leader in providing best in class customer experience solutions in Bahrain.” He went on to say: “Silah plays a vital role in delivering sustainable and superior customer service solutions for some of the region’s leading organizations both in the private and the government sector and we are pleased and privileged to be an integral part of McDonald’s customer experience journey.”