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SILAH GULF SPONSORS FLEMING'S KINGDOM CUSTOMER EXPERIENCE EVENT 2017 IN SAUDI ARABIA



RIYADH – Bahrain headquartered Customer Experience specialist Silah Gulf is proudly sponsoring The Kingdom Customer Experience event in Saudi Arabia held by Conference and Exhibition organisers Fleming from the 9th to 11th May at the Rosh Rayhaan by Rotana. The event is unique in Saudi Arabia as it

purely focuses on Customer Experience and leaders from Banks, Insurance, Telecoms, Aviation, Retail and Hospitality sectors gather to share their expertise.

Chief Executive Officer, Silah Gulf - Ricardo Langwieder-Görner, is one of the key note speakers, presenting on the topic "Taking Customer Experience to the next Level". Ricardo will be sharing insights into industry global best practices and dynamics based on the Companies Global Benchmark Report.

Ricardo Langwieder-Görner, commented on the event, "We live in the 'Age of the Customer', and to successfully serve today's customers in an increasingly digital world, organisations must rather sooner than later, undergo a digital transformation, which not only involves realigning and investing in new technology solutions and customer experience models, but also in cultural changes. Customer experience needs to be at the heart of digital transformation and such transformation projects can only succeed as a companywide initiative, which requires a top-down commitment".

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 eGovernment Authority and has operations in Bahrain, Kuwait and Saudi Arabia.

For more information on Silah Gulf, please visit www.silah.bh

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