



PRESS RELEASE

PCCI Group Announces Middle East Expansion Plans

Leader in customer experience and operations outsourcing to strengthen its operations in the UAE, Saudi Arabia, Bahrain, Qatar, Kuwait and Oman.

Dubai, United Arab Emirates, December 13, 2015

PCCI Group, a leader in customer experience and operations outsourcing, today announced its plans to strengthen its Middle East operations by investing in new local offices and recruiting qualified professionals to serve its customers in the region better. The push in the Middle East comes as the company enjoys strong growth with new customer wins in the region.

“PCCI Group has always been committed to delivering a high quality brand experience to our customers consistently, which has resulted in long-term partnerships with our customers. These strong relationships with our customers such Orange Group, MTN, T-Online, AOL, Deutsche Telecom, Telecom Italia and Millicom to name some has resulted in our company’s rapid growth and expansion over the last decade globally and in emerging markets as well. The Middle East is a very important market for PCCI with a huge potential for our business. To support our expanding client base, we are investing in setting up new regional offices and recruiting experienced talent to provide best-in-class customer experience and support to our customers,” explained Mr. Nidal Kamouni, CEO, PCCI Group.

“We are continuously developing and improving new solutions and services to deliver a branded and consistent Customer Experience across all channels. In today’s highly competitive environment where most businesses are going digital, organizations need to deliver the best customer experience in order to differentiate themselves from their competitors, which has become a key factor for the company’s growth and success. Our motivation is to bring an added value to our customers’ businesses beyond traditional BPO by driving the creation of outstanding next-generation digital customer experience, while reducing costs and helping to support growth. Hence, we felt having a strong local support team would really benefit our customers in the Middle East,” Mr. Kamouni added.

PCCI Group, which began its operations in 2001 in the UK, has since expanded to operate in 11 locations across the globe with more than 2,500 employees. The company has proven expertise to help organizations build consistent and relevant customer experiences for their clients at any time, regardless of the channel they use.

PCCI offers a full end-to-end customer experience strategy, design and development covering the whole organisation coupled with actual operational outsourcing delivery capabilities in the areas of BPO contact centres, points of service and face-to-face interactions, management, self-service and big data insights. For its customers from the telecoms sector, the company will also be offering a very robust concept of Network experience management, which will enable them to address one of their most important promotion and detractor drivers not only from a customer experience perspective but also from how this would translate into the organization's bottom line.

By expanding its Middle East operations, the PCCI group has clearly indicated its ambition to become one of the fastest moving customer experience delivery providers in the region especially in the UAE, Saudi Arabia, Qatar, Bahrain, Kuwait and Oman.

About PCCI

Leading customer experience and operations outsourcing provider in Africa, Europe and the Middle East, PCCI Group is as a key player delivering consistent and branded customer experience. PCCI Group brings to its clients the next generation customer experience and offers a fully integrated solution beyond contact centre BPO.

PCCI Group has multiple Fortune 500 companies as clients including European, Middle East and African leaders in telecommunications, media, BFSI, energy, retail and tourism. PCCI is part of Teyliom Global Capital.

More information can be found at www.pcci-group.com

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