

FOR IMMEDIATE RELEASE

## **Zamil Group launches Customer Care Transparency Service in Kingdom of Saudi Arabia**

**For the first time, customer service centers can show real transparency in their customer telephone interactions.**

Riyadh, 11 August 2015. Today, Zamil Group and ServeMeBest announced that they have signed a distribution agreement for ServeMeBest's patented customer care services. Zamil Group will immediately offer the full suite of ServeMeBest technology and services to private and government organisations in the Kingdom of Saudi Arabia.

As part of the deal, Zamil will bring the world's first Customer Service Transparency Standard (CSTS) certification to contact centres in the Kingdom. Designed by ServeMeBest in cooperation with global registrar AJA, the new standard provides independent validation of the highest standards of transparency and trust in customer service.

"It's exciting to launch our services in partnership with Zamil Group", said ServeMeBest founder, Ali Al Khaja. "Zamil is one of the largest investment companies in the Middle East, and they have a global reach. We are delighted that they share our vision regarding the benefits that transparency brings for both consumers and organisations."

ServeMeBest's flagship product, Trust+, is a ground-breaking innovation in customer service. It enables contact centres to share recordings of customer service calls with their callers. Targeted at organisations of all sizes who take pride in offering the highest levels of service, Trust+ brings unprecedented transparency to customer care, increasing in-call

accuracy and reducing churn rates. Consumers have welcomed the ability to access call recordings, and see many advantages, such as a reduction in the need for repeat calls on the same issue. Trust+ is patented in the USA, and patent pending in the European Union.

"We are impressed by the fresh approach and innovation from ServeMeBest" said Mr. Shadi Al Absi, Division Head of Zamil Group Holding Company – Information Services. "We think their unique services and certification will have wide appeal across a range of organisations from travel and hospitality to government and finance".

As well as Trust+, the ServeMeBest suite includes Survey+, a mobile survey service designed to gather instant feedback on call service quality, and Promotion+ which replaces in-call marketing with personalised interactive mobile engagement.

Under the new agreement, Zamil will host ServeMeBest technology in secure local data centres to provide cloud services in the Kingdom of Saudi Arabia.

Zamil Group is headquartered in Riyadh and has more than 19,000 employees in 60 business sectors in over 60 countries. It is recognised as a pioneer in the Kingdom of Saudi Arabia business community, committed to innovation.

ServeMeBest is a technology company headquartered in Bahrain, with technology developed in Germany. Its cloud services enhance the customer experience by bringing transparency to customer service. Designed for any organisation that offers customer service by phone, the solutions are suited to organisations that place a high value on

quality in customer care. Target sectors include telecoms, utilities, hospitality, eCommerce, travel, finance and government.

ServeMeBest has been selected by CIO Review magazine for its list of the 20 Most Promising Contact Center Solutions.

For more information:

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