

SALIK secures 3 prestigious regional awards for call centres

Dubai, United Arab Emirates, 03 November 2022:

Salik Company has bagged three INSIGHTS Middle East Call Centre/CX Awards, in the Best Outsourced Help Desk of the Year, and the Best Outsourced Call Centre of the Year categories, besides finishing among the top three entities under the "Problem Solver" Award.

The annual Middle East Call Centre Awards 2022 ceremony was held at the Queen Elizabeth II Hotel in Dubai on 13th October 2022 to honour the region's leading service providers across several categories.

Major GCC companies, such as Saudi Arabia's Saudi Commission for Health Specialties, and the General Entertainment Authority, competed for the top honours in this year's awards. Numerous UAE companies also achieved awards, including Abu Dhabi National Insurance Company, RTA, and Al Rostamani Group.

During his meeting with the winning teams, Ibrahim Al-Haddad, CEO of Salik P.J.S.C, expressed his delight in this success, which was accomplished owing to the company's teamwork and the commitment of its workers to deliver their best, calling everyone to further innovation and perfection."

The annual INSIGHTS Middle East Call Centre/CX Awards present awards in several categories including Customer Service, Call Centre, and Offline Call Centre Support.

As of 2021, Salik's call centre handled an average of 5,620 monthly transactions through calls, emails, and online chats. Meanwhile, the call centre support team handled about 74,120 transactions (calls, emails, and chats).

Organisers

Over the past 25 years, INSIGHTS Middle East has been operating in the region and providing training, public certifications, and events such as road shows and seminars to regional communication organisations.

**** ENDS ****

For **Media Enquiries:**

Faisal Tawakul

Marketing and Corporate

Communication Manager

E: Faisal.Tawakul@salik.ae

Investor Relations

Mohamed Zein

Head of Investor Relations

E: Mohamed.Zeinlabedin@salik.ae