

PRESS RELEASE

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Kinetic BPO Wins Gold Award for Quality at International Quality Crown Convention in London

Dubai, United Arab Emirates: Kinetic BPO, the leading Company for Customer Experience and Business Process Outsourcing projects in the GCC, headquartered in Dubai, was awarded the prestigious Gold Award for Quality at the International Quality Crown (IQC) Convention in London on Sunday the 30th of November, 2014. Mr Joe Tawfik, CEO, received the IQC at the Guoman Tower London Hotel from the President of BID Jose E. Prieto.



The International Quality Crown Award (IQC) is presented to each company or organization as an entity, for corporate achievement, to recognize leadership, quality, innovation, excellence, technology, customer service and prestige; for this purpose, a voting process was carried out during the BID World Congress with meetings in Paris, London, Geneva, Frankfurt, Madrid and New York over the past ten months, based on one or several of the following concepts: The QC100 principles, Customer Satisfaction, Leadership, Technology, Best Practice, Business Results, ISO 9000 and TQM. Kinetic BPO was the only company in the United Arab Emirates to be awarded the prestigious International Quality Award this year.



CEO and founder of Kinetic BPO, Joe Tawfik, said: “I am humbled and proud of this award. Receiving public recognition for our work and efforts in the area of Customer Experience Management and Business Process Outsourcing is not something we seek, but always welcomed. Our greatest reward is helping our clients in the GCC raise their Customer Experience standards to international levels.”

Kinetic BPO decided to relocate its head office to Dubai from Sydney Australia in 2013. The decision to locate its head office in the UAE was based around the Company’s belief that the UAE and surrounding countries like Saudi Arabia, will escalate their global rankings for Customer Service in the coming years. “Many countries in the GCC have genuine commitments to improve the overall Customer Experience for citizens and private sector customers. We are seeing a number of transformation projects in the marketplace to elevate the Customer Experience. Kinetic BPO specialises in this field, including channel transformation in areas such as the Contact Centre and retail branches. Our depth of experience and proven track record in the GCC has no doubt contributed towards Kinetic BPO receiving the Gold category Award at the International Quality Crown Convention”, added Mr Tawfik.

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About Kinetic BPO:

Headquartered in Dubai, Kinetic BPO is a specialist Customer Experience (CX) company focused on providing strategic solutions for companies and government organisations wanting to elevate their customer experience to a level of market differentiation. Our team is comprised of leading international professionals who have a proven track record for implementing customer experience programs that generate sustainable economic value to the organisation. We partner with our clients to help transform their business so they can achieve their CX goals faster. Kinetic provides the expertise and the execution know-how to design and implement CX solutions that are practical, aligned with local market expectations, and able to generate sustainable economic value.

www.kineticbpo.com

About IQC:

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