

Etisalcom will now lead SmartConnect's UNFYD®COMPASS as it's go-to-market partner for Bahrain



Dubai, Oct 20, 2018 (Issuewire.com) - Etisalcom, one of Bahrain's most prominent Telecommunications and ICT Solution Provider today announced its partnership with SmartConnect Technologies, one of the leading CX technology enablers across various industry verticals at Gitex 2018, Dubai.

Under this collaboration, Etisalcom will now lead SmartConnect Technologies' CX suite of products UNFYD@COMPASS as it's go-to-market partner for the Bahrain region to deliver an integrated suite of solutions for sales/marketing & CX automation, for enterprises thru traditional human-assist, BOT & AI suite of modules.

Etisalcom delivers competitive end-to-end information and communications solutions globally, through strategic alliances and key partnerships with major international carriers and providers. Adopting a multi-stage approach and with a large dedicated team of experts, it will be involved in developing and deploying products and services all facets of the Telecommunications and IT licensed services. By adding value for its customers and empowering them to be efficient and productive, Etisalcom has managed to achieve uninterrupted revenue growth. Etisalcom help brings together people, processes and technology to enable more effective and dynamic use of information and communication. By focusing on delivering value-based innovative solutions and services, Etisalcom offers its expertise in Telecom services, Network Services, and ICT services.

"For us, this new endeavor will enable our clients to deliver process automation across various enterprise operations such as marketing, customer support, etc. along with data have driven decision making and enhanced customer experience powered by AI, machine learning and a lot more," said Mr. Rashid Al-Snan, Chief Executive Officer & Board Member of Etisalcom Bahrain. "UNFYD@COMPASS fits in perfectly with our ICT set of solutions keeping us at par with the ever-changing technology landscape, and with its artificial intelligence capabilities is what makes it a standout offering"

"We couldn't have asked for a better partner than Etisalcom to drive our efforts with their strong foundation, expertise, and experience in communications technology solutions in the Kingdom of Bahrain and beyond," said Srikanth Seshadri. "Our cognitive solutions UNFYD@CAI, UNFYD@BOT along with customer experience solutions such as UNFYD@TALK and UNFYD@LINK are sure to bring about the next big leap in digital transformation initiatives for enterprises in Bahrain, powered by Etisalcom's expertise in deployment across businesses"

About SmartConnect & UNFYD@COMPASS (<https://www.unfyd.com>)

SmartConnect is a leading enterprise consulting & solutions delivery firm, in India, providing a wide range of transformation solutions across verticals in their quest for the digital journey. Over the last decade of operations, SmartConnect has served major clients across Telecom, Airlines, BFSI, Hospitality in the ASEAN regions.

UNFYD@COMPASS suite of experience management products helps enterprises in breaking the digital silos. We help brands in the digital space across CX, marketing, support & other enterprise operations. UNFYD® is a unique IP-led initiative, addressing the convergence of omnichannel communications, as part of the various "Experience Management" theories, involving, voice, digital, social, mobility etc.

About Etisalcom (<https://www.etisalcom.com>)

Etisalcom Bahrain W.L.L is Telecommunications & ICT Service Provider in the Kingdom of Bahrain, offering value-added and innovative services for residential and corporate customers. Licensed to provide national and global Telecom and IT services, Etisalcom Bahrain W.L.L is the first private sector service provider and credible alternative for fully integrated Information Communications Technology (ICT) solutions in the Kingdom of Bahrain and beyond.



Media Contact

Smartconnect

siddhantj@smartconnectt.com

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