

"Identify the key moments of truth within your customer journey" recommends Altitude at MECC 2019

Strengthened Partner Ecosystem and Expanding Client Base Fuel Altitude Software Growth and Profitability in MENA



Dubai, Apr 15, 2019 (IssueWire.com) - Altitude Software, a global provider of omnichannel solutions to deliver great customer experiences, today announced that it is joining the Middle East Contact Centre (MECC) and Customer Experience Conference to be held in Dubai from April 16 to 17, 2019. MECC is widely viewed as the first and only regional gathering event for the contact center and customer experience community in the Middle East region.

Year-over-year revenue growth positions Altitude for continued success across MENA

Altitude Software has entered 2019 with continued revenue growth reflecting significant increases in contracts with new and existing customers across the Middle East & North Africa (MENA) region.

Among MENA customers engaging or renewing their commitment with Altitude Software were Olayan Group (KSA), South Lebanon Water establishment, National Bank of Oman, Nestle (GCC), SPG Group (Tunisia), Seddiqi Properties (UAE), AUB Group (GCC), TAS'HEEL (KSA), along with a major financial institution in Bahrain. The fastest growing MENA countries for Altitude since the beginning of the year, with 22 percent growth, have been Saudi Arabia, Kuwait, and the UAE.

Besides, at the latest Arabian Business Awards 2019, the Tech Project of the Year for the Private Sector went to Altitude Partner QualityNet for the successful implementation of a truly innovative omnichannel contact center project in Kuwait, the first of its kind in the MENA region.

Integrate the omnichannel contact centre in the whole customer experience

“Omni-channel customer service enables consumers to initiate a service request in one touchpoint, and seamlessly transition to another. Thus, an interaction that starts on IVR can be later handled by email, video chat or phone call with all the relevant context maintained across touchpoints,” commented Riyadh Boukhris, Altitude Software MENA President. *“The Altitude Xperience solution provides out-of-the-box integration of all touchpoints with a wide array of benefits, including increased sales volume, first-call resolutions, KYC compliance, reduced operating costs, and monthly turnover rates”.*

Boukhris stressed the importance for companies to identify the key moments of truth within their customer journey: “When building out your Customer Service Elevation program, designing the customer journey is key. This includes identifying key moments of truth - moments of consumer brand interaction that shape brand perception and loyalty. These numerous moments of truth are the moments that ultimately determine whether a company will succeed or fail.”

Altitude Solutions are focused on increasing business results and customer satisfaction, through a complete, feature-rich omnichannel customer engagement solution. Features include agent and supervisor web desktop, omnichannel support, outbound and inbound tools including intelligent routing, recording, visual IVR, automated agents, full customization, video, real-time customer engagement with TCPA compliance and SSL encryption.

For more information about the MECC / CX Conference 2019 to be held from April 16 to 17, 2019 in Dubai, UAE, please visit www.insights-me.com

About Altitude Software

Altitude Software (www.altitude.com) is a global provider of omnichannel solutions to deliver great customer experiences. Its solutions help companies and organizations unify all customer interactions and become more customer-centric. Altitude uCI (Unified Customer Interaction) is a robust, modular software platform that handles all customer interactions and unifies all touch points, in the contact centre and throughout any organization.

More than 300.000 users in 1100 customers in 80 countries use Altitude uCI solutions to manage in real time enterprise functions like Customer Service, Telemarketing, Debt Recovery; Help Desk; Citizen Attention, etc. Altitude Software has a track record of 26 years of customer and industry recognition and has won dozens of awards for innovation and tangible results with customers in key markets worldwide. It has 12 offices in four continents, a 160-strong worldwide partner network and is ISO 9001 certified for its worldwide support.

Altitude Software Middle East & North Africa is located in Dubai Internet City, U.A.E, and is leading the multimedia contact centre market in those regions. Customers include, Etisalat (UAE), G4S (KSA), Dubai World Trade Centre (UAE), Abu Dhabi Islamic Bank (UAE), Trust (Bahrain), Qnet (Kuwait), Ahli United Bank (Bahrain), Pizza Hut (KSA), National Bank of Oman, Advancia (Tunisia), Air Miles (UAE), and SNTTA (UAE).

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