

Wemsol International (An OMA Emirates Group Company) drive powerful, next-generation App-based loyal

Sharjah, Sep 10, 2019 (Issuewire.com) - Sharjah, United Arab Emirates, September 2019: In a move aimed to foster and strengthen customer engagement between Oman Oil and its loyal customers, Oman Oil Marketing Company has recently joined hands with Wemsol International, A part of the OMA Emirates group in launching their App-based & card-less loyalty program for their existing 40,000+ loyal members. Wemsol International specializes in providing loyalty, gift card, prepaid, postpaid and any customized solutions that can be tailored to suit specific requirements of any organization.

Oman Oil Marketing Company has been a leader in the fuel marketing sector in the Sultanate of Oman and has been providing a high level of service to its customers, as per the highest international standards. The loyalty program enables loyal customers to earn reward points on their spending across multiple touch-points including Oman Oil forecourts, convenience stores, cafes, car care, etc. Oman Oil will further pamper their loyal members by pushing frequent exciting and free vouchers onto Customers' Apps as well as reward several points on non-monetary instances. With this state-of-the-art loyalty program embedded into the Oman Oil Mobile App, Oman Oil aims to continue being the market leader and offer a unique loyalty rewards program to its customers in Oman.

"As customers are always on the lookout for new and innovative experiences, introducing the new loyalty program was a right fit for Oman Oil to cultivate their relationship with their customers," says **Niranj Sangal, Group CEO, OMA Emirates Group**.

"Oman Oil Marketing Company focuses on dedicating our resources into creating a more delightful and convenient customer experience. We have tremendously grown with and within the Sultanate and are currently expanding our footprint abroad. This partnership elevates our customer-centricity to a whole new level." says **David Kalife, Chief Executive Officer, Oman Oil Marketing Company**.

As a solution provider, Wemsol International has been constantly working towards introducing advanced and innovative solutions, with a customer-centric focus. Committed to delivering complete, end-to-end electronic payment and enterprise solutions tailored to clients' needs, as to their forte.

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About OMA Emirates Group

Middle East based OMA Emirates Group is a leading provider to the payment industry with cutting edge technology solutions for card personalization, payment issuance and payment acquiring systems through a global delivery platform. The company aims to help businesses achieve the highest efficiency levels by drawing on its extensive research and experience with a large profile of high-performance businesses. OMA Emirates Group together with its strategic world-class technology partners designs and delivers seamless customer experience. The company is ISO 9001 certified. It has a presence in Eastern Europe, Africa, and APAC.

OMAN OIL MARKETING COMPANY

We drive OOMCO to be the most customer-centric Marketer for fuel and lubricants in GCC. We continuously aim to exceed customer expectations and fulfill customer wants, not their needs only. We believe in offering “more AND better” instead of the classic “more OR better” when we lead: we introduce new products and services to transform our service stations into a hub of services, so that our beloved customers and their families enjoy a different customer journey. We want to positively impact the Quality of Life.

Delighting our customers is our roadmap. Engaging and innovating are our main tools to achieve this ambitious roadmap. We energize the customer journey.

We empower our employees to deliver our stakeholders more value and in a sustainable way. We invest in our people: offering meaningful training, mentoring and sourcing the best talents available in our markets. We are providing our colleagues with a long and diverse career with OOMCO. We build future leaders and we ensure all our employees learn, develop, enjoy and bring our company to another stage.

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