

# Altitude-powered TAMKEEN Wins Award for Best Middle East Government Contact Centre in 2018

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Tamkeen, a Bahrain-based semi-governmental organization tasked with making the private sector the key driver of economic development, has been recognized at the INSIGHTS Middle East Contact Centre Awards with Best Government Contact Centre in 2018.

The remarkable award was announced at a ceremony held in Dubai in the presence of more than 200 leading figures in this sector

representing various Middle Eastern countries. The INSIGHTS Awards are the unequivocal regional leader in peer-selected, evidence-based contact centre/CX awards.

Tamkeen chief executive Dr Ebrahim Mohammed Janahi expressed delight at the outstanding achievement, which "crowns our continuous efforts in developing our systems and services to meet the labour market's needs and requirements". "We, in Tamkeen, believe that our clients are partners in success, therefore, we are keen on listening to their remarks and suggestions concerning our initiatives and programmes as well as ways of improving our services and systems in line with their various requirements," he said.

Since its inception in 2006, Tamkeen has been working towards strengthening the national economy by supporting the development of the private sector so as to make it the engine of economic growth in the Kingdom of Bahrain. Tamkeen has already launched over 210 programs and initiatives focused on areas such as funding and financing, skill and career progression, customized employment schemes, and entrepreneurship exposure, amongst many others. Today, Tamkeen plays an impactful, distinct and critical role in the national economic development's landscape, having served over 165,000 Bahrainis and businesses.

## Improving contact centre efficiencies while enhancing community engagement

As Tamkeen expanded their support programmes portfolio, they wanted a solution that improved their customer journey. A tie-up with Etisalcom, a fast-growing Bahrain-based information technology and telecommunications company, has resulted in the successful implementation of the Altitude customer interaction management solution at Tamkeen's head office in Manama.

"Our work with Tamkeen is a clear demonstration of how Etisalcom can provide robust customer interaction management solutions to all organizations," said Rashid Al-Snan Etisalcom CEO. "Altitude's highly flexible and reliable contact center solutions address the GCC market's evolving needs and are a key reason for our strong relationship in Bahrain."

The new Tamkeen contact centre setup today handles enquiries related to all Tamkeen programs such as Business Development, Tamweel, Tamweel+, Training and Wage Support and others. With the new solution in place, interactions are immediately directed to the right Tamkeen Customer Service Advisor, with automated customer lookup through the IVR and back-office integration. When an interaction from a repeat member is presented to the contact centre, be it an email, a call or a chat, the Customer Service Advisor has the specific member details and language skills to handle the interaction.

"Altitude is trusted by today's leading national government entities across five continents, and our experience in this segment enables us to help our customers continually improve their citizen engagement initiatives," says Riadh Boukhris, Altitude MENA President. "The Tamkeen contact centre in Bahrain is another good example of our commitment to address Citizen and Community Engagement Projects as well as to make our MENA region a world-leader in Customer-Service for the people to enjoy the right Customer-Service anytime, anywhere."

Specific benefits experienced by Tamkeen since the Altitude Customer Interaction Management solution implementation include the following:

- Reduced Average Handling Time (AHT) by routing the caller to the right customer service advisor according to the required skills.
- Generate comprehensive activity and performance analysis reports for customer service advisors, campaigns and the overall Tamkeen customer service operations.
- Allow Tamkeen contact center management to gain valuable insight into the customer journey with the records of all interactions.
- Tamkeen's Call center received more than 73,000 calls in 2017, compared to 57,000 in 2016, representing an increase of 27%.