



FIRST-CLASS
CX DOMAIN
EXPERTISE



COMPANY PROFILE

RAYA Customer Experience provides **next-generation BPO** and **customer experience management** on behalf of clients **across various verticals**. RAYA CX has been the most preferred partner of customer service, technical support, and **global services** for Fortune 500 companies across North America, Europe, the Middle East, and Africa **since 2001**.

Delivering from the **most competitive and highly skilled labor markets**, RAYA CX provides an **array of integrated business process outsourcing solutions** supported by robust **strategies, continuous improvement, and innovation**.



22+
YEARS EXPERIENCE
IN EMEA



15+
LANGUAGES



10K+
SEAT CAPACITY



16M
TRANSACTIONS
/MONTH



OUR CAPABILITIES

With over 10K+ seat capacity and 7500+ advisor talent pool, RAYA Customer Experience provides top-notch outsourcing of omnichannel customer experience management and call center services, which has helped accelerate the growth of key thriving industries.

The key industries RAYA CX has focused on are technology & consumer electronics, media & communication, fast food, banking & insurance, automotive, white goods, retail, health care, travel & hospitality, e-commerce, government & public service and real estate, amongst others in EMEA.

Our operations are well supported through a robust continuous improvement approach using best practices in Lean, Innovation, 6 Sigma, Problem Solving, Data analytics as well as world-class standards such as COPC, GDPR, PCI, and ISO certifications. Our customer experience management services provide tangible value to our clients. By offering 14 strategically located delivery sites in Egypt, UAE, Poland, KSA, Bahrain and USA, sharing insights and analytics to support illustrated savings is effortless.



WE SUPPORT YOUR GROWTH



14

DELIVERY SITES

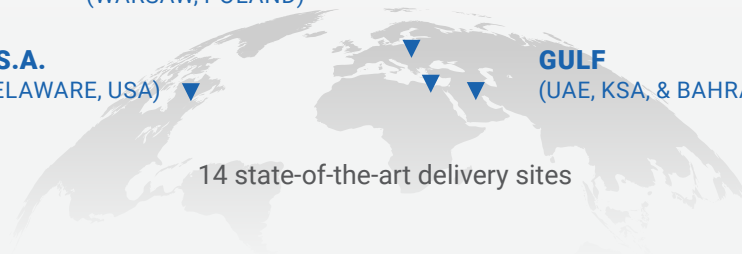
EUROPE
(WARSAW, POLAND)

AFRICA
(CAIRO & HURGHADA, EGYPT)

U.S.A.
(DELAWARE, USA)

GULF
(UAE, KSA, & BAHRAIN)

14 state-of-the-art delivery sites



We have received multiple accolades for our work



RAYA CX has been selected for the 2021, 2022, 2023, and 2024 Global Outsourcing 100 list produced by IAOP



CorporateLiveWire

RAYA CX won the Best in Technical Support Services of The Year - Poland

RAYA CX won the Best in Customer Support Services of The Year - UAE



RAYA CX won 5 awards at CCW 2021 EMEA awards.



RAYA CX is a GCXA '23 Gold Award winner for Digital Transformation Strategy



RAYA CX received ICT-NCF Corporate Alignment Certification with "Expert Level" from Information Technology Industry Development Agency, ITIDA.



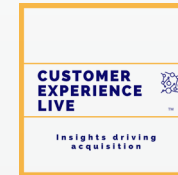
RAYA CX Recognized by Everest Group as a Star Performer and Major Contender in CXM in EMEA 2023



RAYA CX was recognized by **Ejtemaat KSA** and **Saudi CX Association** for its impact as CX experts



RAYA CX is Selected as a 50 MENA Leader for Inspiring Change Across the Region by Gulf News and TBD Media in 2022.



RAYA CX Wins the Best Innovative Contact Excellence at the 2023 CX Live Awards in Dubai, UAE.



RECOGNIZED AS AN INDUSTRY EXPERT



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