

Vocalcom & Tech Mahindra sign reseller alliance

Vocalcom has announced it has signed a strategic value added reseller (VAR) agreement with Tech Mahindra, to resell its contact center solutions.

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Vocalcom has announced it has signed a strategic value added reseller (VAR) agreement with Tech Mahindra, to resell its contact center software solutions and [real-time customer engagement](#) platform, implementation and support services throughout Middle East, Africa and Asia. Under the terms of the agreement, Tech Mahindra will provide sales, services and



support to meet the requirements of private and government sector customers. In addition, Tech Mahindra will implement Vocalcom on premise and cloud-based contact center platforms across Middle East, Africa and Asia, delivering the best-in-class customer interaction solutions.

Vocalcom said it selected Tech Mahindra due to the company's extensive skills in systems integration, professional service expertise and vast presence globally. The vendor stated that the newly formed partnership will see Tech Mahindra provide Omni channel [contact centre solutions](#) and associated suite of professional services to clients across Middle East, Africa and Asia.

Ali Kassab, executive vice president, Corporate Growth, Middle East, Africa and APAC, Vocalcom, said: "Vocalcom has experienced exponential development in the Middle East and African (MEA) region over the past two years. Our strategy is to grow through indirect channels with strong partners who have a solid reputation, experience and diversified resources in the contact centre industry."

Kassab added that: "Tech Mahindra is a globally recognised name as one of the best systems integrators and it was the right fit for us to partner with them. With a large and successful project in Abu Dhabi Distribution Company (ADCC) and the growth of the contact centre market in MEA and Asia, the offerings of Vocalcom and the large coverage and expertise of Tech Mahindra, we believe this partnership will see a vast array of success stories. Both companies have a mutual understanding of improving our customers businesses and enable them into the [digital customer experience](#)."

"Tech Mahindra with its strategic focus on the Middle East and Africa as a key emerging market, views Vocalcom as a key partner in this growth initiative. We have recently signed the channel partner agreement with Vocalcom which serves as an enabler for the exponential growth plans. This helps us in jointly positioning Vocalcom suite of cloud/contact centre solutions providing key business benefits to our customers," said Ram Ramachandran, head, Enterprise Sales, Middle East, Africa and Turkey, Tech Mahindra.

Ramachandran added that: "Tech Mahindra's capabilities around contact centres have been with global customers and focus on cloud enablement is huge. I am excited that this opens up interesting opportunities for both Tech Mahindra and Vocalcom."

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