

RAYA CX is Recognized as a Major Contender and Star Performer in Everest Group's CXM PEAK Matrix® EMEA 2023

Recognized for the 3rd consecutive year and one of only 3 chosen star performers in EMEA.

CAIRO, GIZA, EGYPT, November 27, 2023 /EINPresswire.com/ -- [RAYA CX](#), a subsidiary of RAYA Holding for Financial Investments, has risen to the Major Contender category in Everest Group's CXM PEAK Matrix® EMEA 2023. Reaching this position further cements the company's success in the EMEA region and proves its strategic planning has been fruitful.

Since RAYA CX has increased its market impact and value delivered through leveraging strategic tech partnerships, gaining clients, and a more diversified portfolio, it has reached the higher Major Contender category. Additionally, the increase in services provided and innovation has substantially increased its revenue and helped RAYA CX secure this spot. Moreover, its clients underlined proactive problem-solving, pricing structure, operational efficiency, and relational management as RAYA CX's key strength points. By reaching the Major Contender category in the CXM PEAK Matrix®, RAYA CX has proven the success of its proactive growth strategy.

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"We're proud of Everest Group's recognition and the efforts done by our incredible team to reach the Major Contender category and be one of only 3 chosen star performers in the EMEA CXM PEAK Matrix®, as it shows the success of our leap to global strategy," said Ahmed Aboulezz, CEO of RAYA CX. "By diversifying our portfolio, investing in innovation, and leveraging strategic tech partners, RAYA CX has greatly impacted the EMEA market and increased the value delivered to our clients. Our star ranking proves we're performing at the highest level and our growth strategy is successfully underway."



“The digital CXM landscape has transformed into a dynamic ecosystem of integrated solutions. Raya CX leverages strategic partnerships with leading technological providers and its own proprietary solutions like RCX Connect, RCX Pulse, and RCX ERP to provide end-to-end [digital CX services](#),” said David Rickard, Partner, Everest Group. “In the EMEA region, it primarily serves the Middle Eastern market in Arabic, English, and French languages. It is known for its proactive problem-solving, pricing structure, operational efficiency, and relational management. In 2022, it has achieved substantial revenue growth by diversifying into new industries, expanding delivery locations, and enhancing digital engagements. This has enabled Raya CX to be positioned as a Major Contender and a Star Performer in Everest Group’s Customer Experience Management (CXM) EMEA – PEAK Matrix® Assessment 2023.”



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Thrilled to be named a Major Contender and one of only three chosen Star Performers in the EMEA CXM PEAK Matrix®, validating our successful global strategic shift.”

Ahmed Aboulezz

Everest Group’s recognition comes on the heels of [RAYA CX’s strategic opening of their second site in KSA](#) in a prominent location in Riyadh. This represents a significant milestone for RAYA CX and demonstrates the company’s commitment to meeting the growing demand for exceptional customer experiences in the region.

In addition to RAYA CX’s participation in the renowned E3 CX Conference in Riyadh, KSA, and the CX Live Show in

Dubai, UAE, they exhibited their advanced CX solutions as well as gave keynote and panel discussions. RAYA CX was also recognized by E3 event organizers Ejtemaat KSA and Saudi CX Association for their impact as CX experts and was awarded Best CX Innovation Contact Center at the CX Live Show.

About RAYA CX

RAYA CX provides next-generation customer support on behalf of clients across verticals. Our end-to-end customer experience journey is supported by the latest technology and the most skilled and passionate people. RAYA has been the 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.

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