

Infoline and Aspect Software announce channel relationship in the sultanate

Aspect Software, a leading provider of fully-integrated customer interaction management, workforce optimisation, back-office solutions, and award-winning cloud solutions, jointly announced a channel relationship with Infoline for Oman. Infoline is a leading ISO 9001: 2008 certified BPO and IT Service Provider in the sultanate. This association is a part of Aspect's continuing strategy to bolster its global presence through partners, and is aimed at creating an enhanced and superior level of localised service for customers through a wide portfolio of interaction management and workforce optimisation products.

For over a decade, Infoline has been a pioneer in delivering flexible, reliable and efficient suite of business process outsourcing, IT and IT enabled solutions and services and caters to over 50 clients in the sultanate. The company, located at Knowledge Oasis Muscat, has deployed As-



pect Unified IP Communication based hosted multi-tenant contact centre technology platform that ensures value added solutions to clients at low cost of operations. "This collaboration will help make our journey in addressing the evolved market demands, seamless. We're excited to work with a company that truly embodies the spirit of understanding customer engagement and has defined a strategic portfolio to solidify their stance in this regard. Apart from supporting Infoline's existing clients like Omantel, ITA, Khimji Ramdas, HSBC, Oman Trading Establishment etc, we have already seen

large wins with Aspect in the region like Oman Air and Royal & Sun Alliance Insurance Group. We're certain that clients will be happy to have access to a wide solution portfolio comprising Interaction Management, Back Office Operations and Work Force Management," said Manoj Mahanta, vice president, Infoline.

Aspect has been prolific in its stance on innovating for the next gen customer, with a keen regard to ensuring business drive productivity and stay nimble in this fast changing ecosystem. Globally Aspect helps enterprise contact centers deliver remarkable customer experiences across every conversation and every channel through a single, seamlessly integrated software platform.

As the global leader in customer engagement solutions, Aspect's unified portfolio seamlessly orchestrates people, processes and touch points for today's top brands. This plat-

form unifies all the conversations ensuring a consistent omni-channel customer experience each and every time.

Sanjay Gupta, managing director India, Middle-East, and SAARC, Aspect, said, "We are extremely pleased to have Infoline as our partner, and are looking forward to combine our individual strengths to bring innovation in its true sense to the enterprises which aim to deliver exemplary customer service in Oman. A formidable and established service provider in the region, Infoline has created an indelible mark in the space. The partnership has helped us leverage the decade of rich experience in the contact centre, business communication and related back-office offerings to leading organizations in the space. We are confident this partnership will further accelerate our joint go-to-market strategy and business development efforts."