



Customer Call Centers in Saudi Arabia and Russia: Your key to business Prosperity



Heart-touching narrative is the key to prosperity for any business enterprise. If your brand tells a good story that can impact lives, backs it up with quality products or services, and provides excellent customer care, then you are sitting on a winning formula for success.

If there is anything superior to this ability, it is your brand's prowess to deliver the message in the mother tongue of your customer irrespective of where they are geographically based. If you have built such capabilities in your customer experience, be rest assured, they are not going away anywhere.

Let us take two geographies, Saudi Arabia and Russia, which are considered to be gold mines for any consumer-facing business having global ambitions. These are demographic giants as far as buying potential is concerned and your brand can ignore these location only at its own peril.

What is uniquely common between these two regions; is the affinity of the local consumer to conduct their business in the native language. They love their mother tongues to the point of

being fanatic about using them in any trade-related exchanges. Using any other language, such as the international lingua franca English, is considered a mark of disrespect.

Arabic and Russian have another commonality. They bear almost no similarity with the English language in symbols or syntax.

Talking about Arabic, almost 1/4th of world's population is well-versed in it as it is the holy language of Islam for 1.9 billion Muslims worldwide. It is the official language of 26 countries and second language for another 30. Arabic is spoken as a native language by 433 million people across the globe. Arabic is centrally spoken throughout the Middle East and North Africa (MENA) region, has 30 different dialects, has its own alphabets and the script is written from right to left! It has very little in common with English (other than a high number of English words which have Arabic origins, for instance – tariff). Arabic language is quite difficult to learn for a non-domicile.

If your brand has ambitions of selling to this diaspora, than an [Arabic Call Center](#) is a must. Even the most affluent amongst the populace have demonstrated reticence towards using English as a language of business. Arabs fall in love with companies that can sell to them in their language. They tend to engage more both in terms of time and money with brands that can give them the warmth of their mother tongue. Thus your brands opportunity to up-sell and cross-sell increases significantly.

To foster business in this scenario, one strong initiative which your brand can take is to engage a [Third-Party Outsourced Arabic Call Center](#). One such international service provider is [LiveSalesman](#).

[LiveSalesman](#) is a global Customer Care Service provider which has proficiency in over 30 global languages. [LiveSalesman Arabic Call Center](#) expert team has natives from Saudi Arabia, Egypt, Yemen, Jordan, Sudan and Syria manning the Outsourced Bilingual Call Center operations who have Arabic as their mother tongue. They also have firm grip over English language so that your brand gets the complete advantage of engaging an Arabic [Bilingual Call Center](#).

The demographic contours of Saudi Arabia has strong resonance with Russia.

Once a superpower with the 2nd largest economy in the world (The Union of Soviet Socialist Republics – USSR), the successor Russian Federation is still a global economic and military heavyweight. It is exhibiting all signs of being a true superpower in near future.

Even though Russian language is the second most widespread on internet after English, in notation or syntax terms, it bears no resemblance with it. It has got its own rich and diversified cultural heritage.

Russian is an official language for Russia, Belarus, Kazakhstan, Kyrgyzstan as well as the United Nations. Total number of native Russian speaker are close to 144 million and form the 9th largest language group in the world.

Let's take a look at the business potential available for any consumer-facing internet business in Russia. Country has an internet savvy population of 105 million which represent 73% of the entire headcount for the nation. This internet accessing population base is the 6th largest in the world. The B2C E-commerce sales is slated to grow at a phenomenal rate of 11 percent over next five years.

Like Saudi Arabia, Russians are more welcoming towards brands which conduct their business in their mother tongue. They are more forthcoming and trusting towards enterprises that can speak their language. Thus for any brand aiming to achieve high Customer Satisfaction standards and spur business growth through up-selling and cross-selling, it is near mandatory to engage a [Russian Call Center](#).

Global brands are increasingly taking up the mantle of engaging [Third-Party Outsourced Russian Call Centers](#). [LiveSalesman Russian Call Center](#) is fitting their bill to the T. The team of experts manning [LiveSalesman Russian Call Center](#) operations, are native speakers hailing from local centers of business and have firm grip over local customer sentiment. They have proven track record of increased customer engagement and reduced resolution time of customer queries.