

90%+ First Contact Resolution with Unified Cloud CX Transformation

Zain Bahrain · Telecommunications · Genesys Cloud

■ Best Connected CX Award — LEAP 2024

■ Fastest Cloud Omnichannel Migration — LEAP 2023

Consecutive regional recognition for cloud-native CX excellence

Zain Bahrain migrated to a unified, cloud-native omnichannel ecosystem powered by Genesys Cloud — eliminating fragmentation and embedding real-time intelligence across every customer touchpoint.

PLATFORM Genesys Cloud

AT A GLANCE

Client	Zain Bahrain
Industry	Telecommunications — GCC
Geography	Bahrain
Platform	Genesys Cloud
Scope	Omnichannel, AI routing, WFM, analytics

+87%

CSAT / NPS / CES

90%+

FIRST CONTACT RESOLUTION

-14%

AVG HANDLING TIME

-17%

CALL-IN RATE

THE CHALLENGE

Legacy constraints in a connected-CX marketplace

As one of Bahrain's leading telecom providers, Zain operated in a market where seamless, connected customer experiences directly influence loyalty. Voice, digital channels, workforce management, and reporting environments operated independently — limiting end-to-end journey visibility and slowing the pace of innovation.

- **Siloed architecture** — Voice, email, chat and social operated on fragmented systems with no unified customer view.
- **Legacy constraints** — Infrastructure limitations prevented agile deployment of omnichannel capabilities and real-time intelligence.
- **Reactive reporting** — Delayed manual reporting limited leadership's ability to act on performance trends and demand root causes.
- **No journey continuity** — Customers repeated context at each touchpoint and transitions between channels were not frictionless.

"Zain Bahrain initiated a transformation to unify its CX architecture, enhance operational agility, and embed real-time intelligence across the entire customer journey."

ZAIN BAHRAIN · CX TRANSFORMATION STRATEGY

THE SOLUTION

A cloud-native CX ecosystem, built for scale

Powered by Genesys Cloud, Zain Bahrain unified channels, embedded AI-driven intelligence, and established a scalable foundation for continuous CX innovation — reshaping how engagement is orchestrated, measured and optimised.

01

Unified Omnichannel Engagement

Voice, email, chat and social consolidated into a single intelligent platform — establishing a seamless, continuous customer journey across every touchpoint.

02

AI-Powered Routing & Automation

Intelligent routing, automation workflows and speech analytics embedded into daily operations — shorter wait times, faster resolution, reduced agent effort.

03

Real-Time Customer Intelligence

Customer feedback, QM and performance analytics unified into a real-time intelligence framework — enabling proactive coaching and demand anticipation.

04

Live Workforce Oversight

Supervisors gained live visibility into service performance, enabling proactive workforce allocation and continuous coaching at the moment of need.

05

Cloud-Native Architecture

A scalable, cloud-first foundation built to support rapid deployment of new capabilities and ongoing CX innovation across the enterprise.

06

Journey Continuity & Personalisation

Unified interaction history and centralised engagement orchestration ensured frictionless transitions between channels and personalised service at every step.

THE RESULTS

A regional benchmark for connected CX

+87%

CSAT, NPS & CES Uplift

90%+

First Contact Resolution

-14%

Average Handling Time

-17%

Inbound Call-In Rate

The transformation delivered measurable impact across customer, operational and strategic performance. Zain Bahrain now resolves issues faster, reduces inbound volume proactively, and maintains high service quality at scale — earning consecutive LEAP recognition as a regional benchmark for cloud-native connected CX.

90%+ First Contact Resolution — and +87% CSAT improvement.

Delivered by IST Networks · Part of TP Infinity

■ Industry Recognition

Best Connected CX — LEAP 2024

Fastest Cloud Migration — LEAP 2023

Regional recognition for cloud-native CX excellence

Ready to engineer your CX?

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