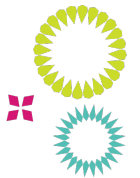




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Zain Bahrain launches 24x7 Live Chat service for customers



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Manama, XX March 2015: Zain Bahrain, the most innovative operator in the Kingdom, has introduced a 'Live Chat' service for all its customers accessible across various platforms including iOS, Android and Windows.

The Live Chat Service aims at ensuring customer service as a key differentiator for Zain Bahrain. The service will take care of all postpaid and prepaid queries, requests and complaints through a live Chat option available 24 hours a day throughout the week.

"Everyone is marching towards a digital era; leveraging the online digital medium to offer customers a convenient and hassle-free service. With that in mind, Zain Bahrain has launched the 'Live Chat' service to address customer needs and provide instant answers to their queries and various interactions" said Abdulla Salmeen, Customer Care Manager from Zain Bahrain.

"The launch of the 'Live Chat' service is in line with our overall strategy which is to ensure innovation in customer care, products and services. The service is an addition to the suite of self-care features in Zain Bahrain Portal" said Abdulla.

"We are thrilled to announce the launch of this unique service. It is available in both Arabic and English and can be accessed from both the mobile phone and tablet" he added.

The Zain Bahrain unique 'Live Chat' service provides a refreshingly different experience to its customers. To use the service, customers have to log on to the Zain Bahrain website www.bh.zain.com. Customers must click on the chat icon to activate the service. The chat icon appears across all pages.