

Anas Adel Al-Falah
Uniqueness in the Experience of Outsourcing Call Center Service

Name	Anas Adel Al-Falah
Date of birth	22/06/1973
Major	Majored in computer science in Kuwait's University; holds a Master's degree from the same collage in MBA; was enrolled in Harvard's Program of Leadership Development in the past.
Marital state:	Married and has five children.
Current occupation:	General manager of the Gulf Contact Centers.

When Anas Adel Al-Falah decided to head for free business and found the Gulf Contact Centers as a company specialized in outsourcing call center service, the idea of this type of companies was not even known in the local market. The evidence for this is that the time which was required to issue a license from the Ministry of Trade and Industry and the Ministry of transportation was more than 8 months as he stated. As for the commercial importance that Al-Falaah offers as an initiator through establishing this company, it lies in that the project is based on the concept of 'a service,' not 'a product.' Which distinguishes it from a wide range of small and medium projects that initiators tend to establish. The nature in this field is based on the concept of 'Business to Business.' Based on these data, this experience appears to be worth exploring, and its details are worth discovering if its advantages are to be compared with other initiators and other small and medium projects owners.

Anas Adel Al-Falah attributes his desires to turn to the free business to two main reasons. The first is the nature of the occupation. Whether it is in the private or public sector, it is known that the ambitions of workers in the private sector remains limited by certain frameworks or roofs; while the horizon of ambitions in the free business are infinite. The second reason lies in the fact that the added value which the individual can achieve for his own country echoes in the free business far further than what it would in other sectors such as the private or general sector. He points out the fact that the added value, especially on the level of servicing clients' concept, is the message that the Gulf Contact Centers was based on. At the same time, he considers that the concept of servicing clients did not take away his right to be concerned or at least keep the up with adapted standards, especially in the most advanced countries.

Concerning the reasons which lies behind launching a specialized in the field of providing call center services, Al-Falaah states, 'we had to begin with the data and expertise which I have acquired during my career. I have graduated with certificate in computer sciences and worked in this field in one of the biggest specialized companies locally.' Chances happened that after I took that job in 2005, I was asked by one of the main contact companies to offer them price to develop their contact center, at that time

the project's budget reached 1,000,000 KD. That step led to more studies; thus, a larger idea about contact centers as an external supporting service provided by special companies to other companies working in various fields -begin to form in Al-Falaah's mind. And indeed, he discussed with his partner about this idea, and a KMPG was immediately, thus, hired to conduct a study concerning the financial efficiency, which was finished in 2007. The operative activity was decided to commence in the next year. During the same time, Al-Falaah demanded from a certain company that funds small projects to fund his project, and even though he acquired an immediate permission, he decided to return the borrowed sum and take his time till commencing; he attributes this to the human's nature of hesitating in making decisions at the last moment. Hence, he returned to work as an employee, but that period was important to him on his way to gain audacity in making decision in order for him to work in the field of real-estate.

In 2010, the idea of a contact company came back to become now one of Falaah's priorities, and indeed, he registered in that same year the foundation of the company; thus, being one of the few companies founded by an initiator that provides services, not products, unlike the general tendency of most initiators, based on his previous practical expertise. The 'service' constituted the main source of income. The second element in that experience lies in the fact that the company's services are based on the 'Business to Business' concept in contrast to the 'Retail' concept. Al-Falaah reminisces some of the characteristics of that stage which can only be classified as challenges that face any initiator who seeks to enter a new world of business, stating, 'When I went to the Ministry of Trade and Industry to ask them to issue me a license to establish a company that is specialized in this service, my request sounded strange, and the supervisors there advised me to found a company for real-estate that sells electronic cards which provide the outsource for international connection services because there was no specialized contact centers company before. Thus, I continued to ask for license and remained hanged between the Ministry of Trade and Industry and the Ministry of transportation for more than 8 months till they created a new activity classification for this kind of work. Al-Falaah continues, saying that even after the establishment of the company, it was not an easy trip in the business world, especially that we are providing a new concept of outsourcing call center service, which was still unknown to them at that time. At the time, it was planned that for the operative activity of the company to provide a license or an integrated contact center system for the clients that is more reliant on the technical elements rather than the human elements. However, this model did not take long to change after the company's launch, especially that the real demand of the companies was aimed at the contact centers in its traditional concept. Such companies usually face many difficulties on the administrative level of such centers and stability of its employees and their place at work is not steady, take into consideration that the activity of the contact centers is mostly completely unrelated to the operative activity of any commercial association. Therefore, Al-Falaah made certain that the operative activity of the contact centers which are made up of the human element should constitute the nerve and the pivot of the company's activity that was launched on this basis, paying utmost attention to the various standards of quality. Thus, the true activity of the company turned to operational outsourcing.

Al-Falaah adds that in midst of all these circumstances, we have waited 3 years to pass before we started to produce revenue. Today, the company's portfolio of clients includes

the biggest companies listed in Kuwait's stock market through 40 contracts, while its staff include about 150 employees. He attributes the success to many elements including, experience which is gained through committing mistakes on the different levels; his deeper comprehension of the client's nature, the kind of the service, and the quality of the service; plus, the initiator's deeper comprehension of the market itself.

Speaking about Gulf Contact Center's experience, considering it to be a modal, which has been built by initiators, will lead highlighting to the many advantages of outsource services; thus Al-Falaah states, Among the advantages of this concept modal of services, i.e., outsourcing, is that it is considered an appropriate operative choice whether in a state of economic recession or in a boom. In the first case, such services benefit the companies' tendencies aiming to cut costs; while in the second case, it helps through quality programs, supervision, and so on to increase the sales of the company; thus, enhancing its income

On the other hand, if the company, as a small or medium project, made its way to success, then we can deduce that the significance in this experience lies in the its administrators' awareness of futuristic challenges and the efforts to pursue them in addition to the of researching how handle them. In the, probably, lies another confirmation of the importance of wide vision that the initiators possess while pursuing their activities; thus, Al-Falaah says, as for us, we face challenges that are specific to the nature of our activities, e.g., reducing the fair of international calls in the midst of the currently-occurring technological developments in addition to permitting the utilization of new services, such as 'Voice over IP.' All these developments may lead to make the company directly confront other foreign companies that exceed it in size and capabilities. He pointed that such developments may lead the company to provide some operative services from outside Kuwait. At the same time, such developments may present chances to provide outsource contact services to the countries outside Kuwait, specifically speaking, the countries of the Arabian Gulf. Such vision confirms the extent to which the Kuwaiti initiators are ready handle any development that may occur in their sectors along the presence of a dynamic vision to handle them.