
Zeena Majali

CrystelCall



“ I saw an opportunity to build a world-class call center in MENA. ”

COUNTRY	Jordan
EMPLOYEES	190
YEAR SELECTED	2011
WEBSITE	www.crystelcall.com

COMPANY SNAPSHOT

When Ramez, Zeena and Ibrahim introduced Jordan's first free-standing, independent call center in 2007, the country had long been due for a customer service upgrade. Now the phone is ringing off the hook. CrystelCall provides high quality, cost-competitive call center outsourcing services, primarily for MENA region clients with mostly Arabic-speaking customers. Competing with call centers based in Egypt, CrystelCall has earned a reputation for utmost quality as one of the region's few third party-certified outsourcing providers. The entrepreneurs believe that Jordan is a prime location for outsourcing, and they are ready to grow their business aggressively in hopes of capturing a larger portion of the MENA region's multi-billion dollar call center market.
