NEWS RELEASE

Tactful AI and Mitel Partner to Deliver AI Powered Unified Communication and Customer Experience Solutions in the MEA Region

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Tactful AI, a leading UK technology provider specialized in AI and customer experience solutions join forces with Mitel, a global leader in business communications, to bring leading edge cognitive and omnichannel solutions to the fast growing online businesses in the MEA region.

- Leveraging decades of experience that Mitel and Tactful have in business communications and Artificial Intelligence technologies
- Delivering a unified communication platform to manage customer experience across touchpoints with unparalleled flexibility
- Augmenting customer experience and business operations using end-to-end automation, AI, chatbots and RPA technologies
- Empowering business leaders with new dimensions of insights leveraging AI and conversational analytics across the different communication channels
- Helping businesses staying compliant with fast evolving data protection and privacy regulations using flexible deployment options and best in class security architecture

Tactful Ltd a leading UK technology provider specialized in AI and customer experience solutions announced today that it has joined Mitel Solutions Alliance program and now offers complete unified customer experience solutions in partnership with Mitel to help businesses optimize customer experience operations, boost customer loyalty, and improve sales performance.

The joint offering will include complete omnichannel technology built from the ground up using AI and data centric approach. Tactful UCX (Unified Cognitive Customer Experience) platform is a cutting edge customer experience solution that brings a one stop shop for all what businesses need to provide their customers and stakeholders with outstanding quality of service, consistent experience, insights and tremendous cost savings. Tactful multilingual natural language processing technology also provides superior Arabic language support including all local delicates in MENA.
The new offering will leverage Mitel's comprehensive portfolio of business communications and collaboration solutions including Mitel's real-time UCC solution for on-site deployment for medium and large businesses - **MiVoice MX-ONE** - as well Mitel's flagship contact center solutions – **MiContact Center Enterprise** and **MiContact Center Business.**

The native integration between Tactful UCX and Mitel's communications and collaboration products provides best in class solutions for businesses building modern digital first call centers, CCaaS and UCaaS. The offering can be flexibly deployed on cloud, private cloud, local data centers or in a hybrid topology. This flexibility is essential for the fast changing regulatory environment that increases restrictions on how and where businesses can manage customers related data.

Tactful.AI Quotes

"Over the past year we have seen unprecedented change in consumer behavior, now everyone just embraces the power of communication between individuals and with businesses. With digital channels becoming the preferred choice of communication for generations X, Y, and Z while voice communications remain important for older generations, businesses have no option but to implement a unified communications strategy to stay relevant as well as future proof. Our partnership with Mitel is going to help us deliver on our mission of helping businesses thrive in this fast changing world we all live in." Mohamed Elmasry, CEO of Tactful AI.

Mitel quote

"The pandemic has shifted many consumers onto digital services, so creating better online customer experiences will be a major trend. As customers rethink their business models and digitize their services to adapt to the volatile market environment, we'll see stronger demand for technologies – like AI and chatbots - that help enhance the

customer experience. The partnership with Tactful AI will enable Mitel to support their Middle East on-premise customers – such as governmental bodies - willing to adopt modern AI technologies without compromising with security” Sherif Khairallah, Director SI/SP/Cloud of Mitel MENA.

ABOUT Tactful

Tactful is a leading and private technology company based in the UK, with presence in Sweden, and MENA. Tactful offers omnichannel and AI powered customer experience software to help businesses thrive by enabling meaningful and effective engagement with their customers across touchpoints. Tactful UCX is a comprehensive customer experience platform that incorporates all technologies and tools businesses need to deliver the best customer experience, reduce costs, boost customer loyalty and sales. Visit website **www.tactful.ai** to learn more.

ABOUT MITEL

A global market leader in business communications powering more than two billion business connections, Mitel helps businesses and service providers connect, collaborate and provide innovative services to their customers. Our innovation and communications experts serve more than 70 million business users in more than 100 countries. For more information, go to **www.mitel.com** and follow us on Twitter **@Mitel.**

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