

## Raya Customer Experience Announces Appointment of Alaa El Khishen as Chief Executive Officer

**Cairo, Egypt, 17<sup>th</sup> of April 2024:** Raya Customer Experience ("RCX"), a leading BPO company, is pleased to announce the appointment of Alaa El Khishen as its new Chief Executive Officer (CEO), effective April 2024. El Khishen brings over three decades of extensive experience in the telecommunications, outsourcing, and technology sectors, along with a proven track record of transformative leadership.

Prior to joining RCX, El Khishen served as the CEO of Webhelp Egypt, where he spearheaded the its launching in Egypt, and led expansion of its operation into the Kingdom of Saudi Arabia. He also created the Company's B2B sales academy.

Before Webhelp, El Khishen served as the Executive Vice President at Majorek UK, and before that held the position of CEO at ECCO Outsourcing. During his tenure, he successfully led the evolution of ECCO Outsourcing from a small enterprise to one of the leading BPO providers in the Middle East. Alaa has continually showcased his proficiency in driving operational efficiency and strategic growth.

"Alaa El Khishen's appointment as CEO marks an exciting new chapter for RCX," said Medhat Khalil Chairman of the Board at Raya Customer Experience. "His proven leadership, extensive industry knowledge, and commitment to excellence make him the ideal candidate to lead our company forward in an ever-evolving marketplace."

El Khishen's dedication to advancing the Egyptian economy and fostering growth in the outsourcing and technology sectors aligns seamlessly with Raya Customer Experience's vision and values. As a passionate advocate for education and training, he has played a pivotal role in shaping the future of young professionals in Egypt and beyond.

"I am honored to join Raya Customer Experience as CEO and look forward to working with the talented team to drive innovation, deliver exceptional customer experiences, and continue our journey of growth and success," said El Khishen.

El Khishen holds a Master's Degree in Business Administration from the American University in Cairo and was a member of the board of directors of the African ICT Alliance (AFICTA).

### About Raya Customer Experience:

Raya Customer Experience is a world-class business process outsourcing (BPO) service provider offering its services to global clients, including Fortune 1,000 companies in the Middle East, Europe, Africa, & North America in over 25 different languages. In 2024, Raya Customer Experience operated 14 state-of-the-art delivery sites, spanning eight facilities nation-wide in Egypt, two facilities in the UAE, one in the Kingdom of Bahrain, two in KSA and one in Poland. The facilities combined have an approximate seating capacity of 7,500 and over 6,500 employees. RCX serves a diversified clientele base of over 100 clients operating in the EMEA region, focusing on high growth industries, namely telecom & media, technology & consumer electronics, travel & hospitality, banking, automotive, and retail industries.

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