



Batumi, Georgia



Qabala River



Tivat

## MAKE THE MOST OF SUMMER WITH FLYDUBAI

**KUWAIT:** With more than 90 destinations in 44 countries, flydubai's diverse network provides numerous opportunities to experience culture, history, beautiful surroundings and adventure during the upcoming summer season. For the first time, flydubai has launched three seasonal routes in addition to its popular summer destinations for passengers from Dubai and across the region.

Batumi in Georgia, Qabala in Azerbaijan and Tivat in Montenegro will operate from June to September 2017, offering popular seaside resorts, beautiful mountain vistas and mild climates. flydubai will be the first carrier to offer direct flights from the UAE to Qabala and Tivat, and the first from Dubai to Batumi. UAE nationals and residents entering Batumi and Tivat will receive a Visa on Arrival, while GCC residents entering Batumi will receive a Visa on Arrival.

"Everyone looks forward to their summer holidays and with a wide range of destinations to choose from, flydubai remains committed to providing passengers with more choices and opportunities to travel," said Hamad Obaidalla,

Chief Commercial Officer at flydubai. "There is strong demand for affordable and off-the-beaten track holiday destinations and we look forward to offering our passengers a variety of unique and exciting options," he added.

In addition to its seasonal offerings, flydubai offers passengers a variety of popular leisure destinations that reflects the diversity of its network. For those seeking a city break, flydubai offers passengers the chance to explore a range of cities rich in culture, heritage and activities such as Baku, Bratislava, Istanbul, Prague, Sarajevo, Tbilisi and Yerevan. UAE Nationals and Indian Nationals with a UAE residence visa visiting Yerevan are eligible to receive a Visa on Arrival.

"The decision to launch our summer seasonal routes is a direct response to customer feedback," said Jayhun Efendi, Senior Vice President Commercial (UAE, EU, ME, CIS) at flydubai. "With facilitated visa requirements for the residents of the UAE and GCC, it's a great opportunity for our passengers to enjoy these hidden gems and experience what they have to

offer." Along with city breaks, the summer season is the ideal time to escape to the beach. flydubai's flights to Bangkok, Colombo, Maldives and Zanzibar give passengers the chance to experience some of the best beaches and tropical hotspots in the world.

"With the variety of destinations available for passengers, there has never been a better time to explore the flydubai network this summer," said Sudhir Sreedharan, Senior Vice President Commercial (GCC, Subcontinent and Africa) at flydubai. "We continue to offer flexible options for travel, especially for the 62 previously underserved markets we operate to. Along with our product offerings in the air and on the ground, we look forward to more passengers discovering what flydubai has to offer."

flydubai continues to enhance its product offerings for passengers. 48 out of flydubai's 58 aircraft are now equipped with WiFi and Live TV services, providing passengers with greater connectivity throughout their journey. flydubai's Business Class continues to offer passengers a personalized travel experience with

increased comfort and added convenience. OPEN, flydubai's new rewards program, has been well received across the region since its launch in October 2016 and has been designed to make earning and spending reward points simple and straightforward.

### SEASONAL ROUTES

#### Batumi, Georgia

flydubai will operate three weekly flights between Dubai and Batumi from 22 June to 30 September 2017 on Tuesdays, Thursdays and Saturdays. Known as the 'Pearl of the Black Sea', Batumi is the second largest city in Georgia, located in the country's southwest region. Batumi is a popular tourist destination known for its bustling seaside resorts during the summer that are lined with restaurants, cafes, dancing fountains and its popular Ferris Wheel. The historical part of the city is spread between its famous seaport and the Boulevard, which features numerous historical buildings that represent the architectural forms of Asia and Europe.

#### Qabala, Azerbaijan

flydubai will operate two weekly flights between Dubai and Qabala from 29 June to 17 September 2017 on Thursdays and Sundays. Qabala, also known as Gabala, is the capital of the Qabala District, known for its rich history and is one of the most beautiful regions of Azerbaijan. Qabala is considered a popular tourist destination due to its mild climate, chestnut forests, excellent wildlife and recreational resorts.

#### Tivat, Montenegro

flydubai will operate two weekly flights between Dubai and Tivat from 23 June to 25 September 2017 on Mondays and Fridays. Tivat is located in the central part of Kotor Bay, a UNESCO World Heritage site, and is renowned for its pleasant climate and natural beauty. Along with its beautiful beaches and numerous cafes and restaurants, Tivat has everything you need for your summer holiday and is conveniently located a short drive away from Dubrovnik in Croatia and Sarajevo in Bosnia-Herzegovina.

## YOUR FORD COULD BECOME VIRTUAL PERSONAL ASSISTANT

**KUWAIT:** We are now used to cars that understand what we say. Experts predict that in future they may also know how we feel - sometimes without us having to say a word. Nearly 90 per cent\* of all new cars are expected to offer voice recognition capability by 2022. The next step for the cars of tomorrow could be to pick up on tiny changes in our facial expression as well as modulations and inflections in our speaking voice, easing the driving experience for consumers.

Advanced systems - equipped with sophisticated microphones and in-car cameras - could learn which songs we like to hear when we are stressed and

those occasions we prefer to simply enjoy silence. Interior lighting could also complement our mood. "We're well on the road to developing the empathetic car which might tell you a joke to cheer you up, offer advice when you need it, remind you of birthdays and keep you alert on a long drive," said Fatima Vital, senior director, Marketing Automotive, Nuance Communications, which helped Ford develop voice recognition of the SYNC in-car connectivity system.

Cloud-based voice control is anticipated to be available on 75 per cent\* of new cars by 2022, and it is predicted future systems would evolve into personal assistants that shuffle appointments and order

takeaways when drivers are held up in traffic jams. Movie fans will recall in the film Her, Scarlett Johansson's character Samantha catered to Theodore Twombly's every command, as a voice recognition system, which with uncanny accuracy, learned his mood, needs and wants - just from the sound of his voice. Someday soon, your car could do something similar.

A research project Ford is currently running with RWTH Aachen University includes using multiple microphones to improve speech processing and reduce the effect of external noise and potential disruptions. Within the next two years, voice control systems could prompt us with: "Would you like to order flowers for your mum for Mothers' Day?" "Shall I choose a less congested but slower route home?" and "You're running low on your favourite chocolate and your favourite store has some in stock. Want to stop by and pick some up?"

### Eye control

Future gesture and eye control would enable drivers to answer calls by nodding their head, adjust the volume with short twisting motions, and set the navigation with a quick glance at their destination on a map. So your car may learn to know and read you better than your spouse, but is there a danger that, as in the movie Her, you might fall for your advanced voice recognition systems?

"Lots of people already love their cars, but with new in-car systems that learn and adapt, we can expect some seriously strong relationships to form," said Dominic Watt, senior lecturer, Department of Language and Linguistic Science, University of York. "The car will soon be our assistant, travel companion and sympathetic ear, and you'll be able to discuss everything and ask anything, to the point many of us might forget we're even talking to a machine."

SYNC 3 already offers unique features for the Middle East and North Africa, like user ability to control media and climate, via their Bluetooth-connected phone, just by speaking to SYNC. Of considerable importance to the region's customers is the language choices for SYNC 3 navigation, which includes Arabic for the very first time, while customers will also have the opportunity to update their maps - one free per year for five years - from the comfort of their own homes.

Navigation on the latest generation of Ford's innovative communications and entertainment system also includes more than 3.5 million "points of interest", and over 3.5 million kilometers of road, throughout the MENA region. SYNC 3 Apple Car Play also now fully supports Anghami streaming, meaning you can listen to your favorite artists, from Nancy Ajram to Ed Sheeran, through Ford's in-car connectivity system. Anghami is the first legal music streaming platform and digital distribution company in the Arab region, providing unlimited Arabic and international music to stream and download for offline listening.

## HUSSEIN M DAJANI APPOINTED GM OF NISSAN MIDDLE EAST

**DUBAI:** Hussein M Dajani has joined Nissan as General Manager, Digital Marketing, for Africa, the Middle East and India. He will lead Nissan's digital and social media strategy in the region, which is becoming ever more significant for Nissan's global business. Working with teams in local markets, his role will be to ensure that the company delivers an innovative experience online for customers,



Hussein M Dajani

matching the innovation in Nissan's cars. He will also take the lead on digital and content for Nissan's regional Communications function, working on strategies to support the company's business goals. Hussein, who has a BS in Business Administration from the American University in Beirut said: "I am delighted to be joining Nissan and I am looking forward to further strengthening

Nissan's digital footprint in Africa, the Middle East and India. "This region is dynamic and includes some of the fastest-growing, most promising economies in the world. Nissan is committed to offering our customers the best cars and customer service whether they are a first-time car-owner buying a Datsun redi-GO in India, or the latest generation of their family to purchase a Nissan Patrol in the Middle East."

Nissan already has a strong and growing presence with more than 15,000 employees across 87 countries in Africa, the Middle East and India. Four major regional hubs control Marketing and Sales, and related functions, in the United Arab Emirates, India, Egypt and South Africa - as well as satellite offices in other key markets including the Kingdom of Saudi Arabia. There are factories building Nissan cars in India, Egypt, South Africa and Nigeria with a combined annual production capacity of more than half a million units.

Hussein has more than 15 years of experience in marketing and communications. Previously he was Head of Online Communities & Communications for Virgin Mobile in Qatar and Area Digital Manager for the MEA region for Red Bull. "We are very pleased Hussein has joined our team as he brings to Nissan a wealth of knowledge in the field of digital marketing which has been gained working for some of the most respected brands in the world," said Peter Clissold, General Manager of Marketing for Nissan's Africa, Middle East and India region. "His experience will be invaluable in a region where the digital landscape is fast-moving, diverse and among the most sophisticated in the world."



## AL TIJARI ANNOUNCES WINNERS OF AL NAJMA ACCOUNT DRAW

**KUWAIT:** Commercial Bank of Kuwait held the Al Najma Account daily draw yesterday. The draw was held under the supervision of the Ministry of Commerce & Industry represented by Mr Abdulaziz Ashkanani. The winners of the Al Najma Daily Draw are :-

Sulphikar Basheer KD 7000/-, Sumayya Jassem Al Asfoor KD 7000/-, Ibrahim Naseeb Abdulsalam Al Batrawy KD 7000/-,

Mainuddin Shafiq Al Rahman KD 7000/-, Mohammad Arafat Hussain Mursi KD 7000/-

Al Najma awards are now brighter and bigger than ever. With the revamped Al Najma account, all your dreams will be turned to reality. On top of offering the highest daily prize in Kuwait for KD 7,000, now our Mega prize draws got bigger to reach KD 250,000.

## BURGAN BANK AWARDED 2017 'BEST QUALITY ASSURANCE PROGRAM' BY INSIGHTS MIDEAST

**KUWAIT:** Borgan Bank was recently awarded 'Best Quality Assurance Program' and 'Best Service Assurance Program' in recognition of the high quality performance by its dedicated Call Center in 2017. Committed to providing world-class services to its customers and setting the benchmark for service standards in the industry, Borgan Bank was presented the prestigious accolades by INSIGHTS Middle East during a ceremony that took place in Dubai on the 15th of May, 2017.

INSIGHTS Middle East, a Dubai based enterprise is the only Call Centre dedicated professional Services organization in the Middle East. Now in its twelfth year, the INSIGHTS Middle East Call Center Awards competition is the undisputed regional indicator for remote customer interaction success and widely acclaimed as having the most comprehensive selection and awards criteria of its type in the world.

Borgan Bank's Call Center staff was commended for their highest level of dedication to swift turnaround time and efficient methods of accommodating customers' needs. Channeling the most adept personnel in Kuwait, the Center ensured all requests were attended to with excellent quality

service. The 'Best Quality Assurance program' award, under the category of Service and Support recognizes Borgan Bank's unique approach to effective problem solving and customer retention. The Awards were presented to Munther Al Saleh, Borgan Bank Contact Center Manager by Mr. Dominick Keenaghan, CEO and President of INSIGHTS Middle East.

Commenting on the award, Raed Al-Haqhaq, Deputy Chief Executive Officer - Kuwait, said: "We are extremely proud of our hardworking teams that reflect the overall character of Borgan Bank. Driven by a deep commitment to excellence, we strive to attract the best talent available and provide world class training programs for our staff, empowering them to deliver superior customer support. These high achievers serve on the front-lines and represent our combined ambition to serve in alignment with international best practices and our brand values."

Borgan Bank participated amidst international nominees from sectors varying from financial to telecommunications, airlines, system solutions companies, governmental and private sector companies. The bank was recognized based on a

stringent judging procedure adopted. The winners were chosen based on decisions of two judging panels. First panel belonging to INSIGHTS international judges followed by the second round of judging panelists from Middle East Heads and Managers of regional call centers invited by INSIGHTS. The submission process is proven to enhance outcomes and performance in areas such as customer data analysis, process re-assessment and re-development, and employee teamwork.

Consistently re-inventing itself and bringing innovative solutions to the market, Borgan Bank established its call Center in April 1999 as a delivery channel to facilitate customer service and reduce the pressure on branches. Over the years, Borgan Bank Call Center has evolved into a powerful tool in building and developing business to fulfill the growing objectives of the bank effectively, while ensuring maximum customer satisfaction. Regional and international acknowledgments of the kind are testament to Borgan Bank's overarching objective to enhance the banking experience through its customer centricity and personalized approach.

