mind Links

CASE STUDY 01 · RETAIL & E-COMMERCE

# Building a bilingual customer service team in Syria

How a regional retailer can add Arabic and English support capacity, without opening an office abroad.

An illustrative business case

Swipe to see the business case →

THE CHALLENGE

# Customers expect fast answers in their own language. Hiring for that is expensive and slow.

**01** **Costly Arabic support**

Native Arabic speakers who also write well in English are scarce and expensive in GCC and European hubs.

**02** **Seasonal peaks**

Ramadan, White Friday and holiday sales multiply ticket volumes, and in-house teams cannot flex fast enough.

**03** **Slow replies cost sales**

Unanswered chats and late order updates turn into abandoned carts, refunds and poor reviews.

THE TEAM

# A 10-person support hub, covering chat, email, phone and social

**8** **Customer service agents**

Arabic and English, across chat, email, phone and social channels

**1** **Team lead**

Shift planning, escalations and daily reporting to your CX manager

**1** **QA & training specialist**

Call and chat reviews, knowledge base upkeep, onboarding new agents

Shifts can be set to overlap GCC and European business hours. The team works in your helpdesk and follows your playbooks.

WHY SYRIA

# A talent pool most companies have not reached yet

### Native Arabic, strong English

Talent that serves Arabic-speaking customers naturally and works in English with your team.

### Time zone fit

Syria sits at UTC+3, with working hours that overlap the Gulf and Europe.

### Educated and motivated

A large, well-educated workforce looking for stable, long-term roles with international companies.

### Compliant from day one

Mind-Links handles contracts, payroll and compliance, so no local entity is needed.

HOW MIND-LINKS MAKES IT WORK

# From brief to a working team, with one partner

## 01 Recruit and test

We shortlist from our network and test every candidate on English and customer service skills.

HR Services · Testing Hub

## 02 Contract and pay

We act as Contractor of Record: local contracts, monthly payroll and compliance.

Contractor of Record

## 03 Seat the team

A managed desk in our Damascus office with backup power, fast internet and 24/7 security.

Workspace Solutions

## 04 Equip and secure

Laptops and headsets set up to your standards, enrolled in device management.

IT Procurement · IT Asset Mgmt

## 05 Scale with demand

Add agents ahead of peak seasons through the same contract and invoice.

One partner, one invoice

THE BUSINESS CASE

# More coverage and faster replies, at a fraction of the cost of hiring in-house

**40–70%** lower talent cost than GCC or Western markets*

**Weeks** to a working team, not months

**1** partner, one contract, one monthly invoice

*Illustrative scenario. Talent cost range is a Mind-Links estimate compared with equivalent roles in GCC or Western markets; actual costs depend on roles, seniority and team size.

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LET'S TALK

# Ready to build your support team in Syria?

Mind-Links helps international companies recruit, contract, pay and equip teams in Syria, Jordan, Lebanon and Egypt.

**Book a demo**

**mind-links.com**