



Plexus Finds Priceless "Treasure" in Egypt

Plexus is partnering with Raya CX, an Egyptian-based vendor, to boost the customer service experience for our Brand Ambassadors. The award-winning company will help propel Plexus forward, with additional live chats, email, and ticket support, during high volume and peak hours.

Madelyn Cole, Talent Development Specialist, and Ken Ballard, Tech Support Team Lead, flew to the ancient city of Cairo to conduct two weeks of customer care and quality training with Raya's specialists. *"We talked about the Plexus culture and brought the company atmosphere to them"* explained Madelyn. The Egyptian team had the opportunity to sample some of Plexus' top products, including supplements, Slim, and Active Peach Mango, among others.



Madelynn and Ken surrounded by the Raya team.

Madelynn and Ken also got to savor some delicious Egyptian food, including Koshary, a popular dish made with pasta, chickpeas, rice, lentils, crispy onions, and tomato sauce. They rode on camelback through the Sahara Desert, taking in views of the pyramids in Giza, and watched the sunset over the Sphinx. When in Egypt, after all!

John Said, Director of Customer Service, explained why Raya was chosen as our vendor. "Egypt is one of the top five countries for Business Process Outsourcing. Most businesses are multi-lingual, and Raya works with some of the top global corporations". Raya also has Customer Operations Performance Center (COCP) certification, which ensures compliance with the industry's highest standards and security.

With our seasoned team of in-house experts and Raya's help, there will be less wait time, quicker answers to questions, faster form processing ability, and a more seamless experience for Brand Ambassadors and Customers.

Now that's what we call **Elevating the User Experience.**



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