

E-commerce Giant SOUQ.com takes its Next Leap with First Customer Experience Center in Dubai

- ***Customers can now order on SOUQ.com and collect it from customer experience center***
- ***Helpbit Service Centre, Q-Express pick up and drop off station and full services for Marketplace sellers- all under one roof***

12 March 2017, Dubai, UAE: SOUQ.com, the region's largest online retail and marketplace platform, has announced the launch of its first customer experience center on the Sheikh Zayed Road in Dubai, making life more convenient for customers as well as sellers across the UAE. SOUQ.com's flagship customer experience center serves as a multi-purpose destination for customers to look and feel the products before buying them online and even collect them from the conveniently located center. Further, the customers can also return or service merchandise previously purchased from SOUQ.com.

One of the key features of this innovative offering by SOUQ.com is the Helpbit Service Centre, which enables customers immediate repair on smaller jobs like mobile phone screen changes, and acts as a pick up and drop off point for more extensive repair work that's sent on to the Helpbit HQ.

The center also serves as an extension of Q-Express, the logistics arm of SOUQ.com that provides an optimised e-commerce distribution service. Adding to the existing vast chain of Q-Express outlets, the center also offers customers the ease and convenience of picking up or returning their orders at a centralised location. In addition, selling on SOUQ.com will now become even faster and easier as marketplace sellers will now have the option to drop off the new product orders or pick up any returned items directly at the customer experience center.

Ronaldo Mouchawar, Co-Founder & CEO SOUQ.com comments, “At the heart of everything we do is our promise to make online shopping as easy and enjoyable as possible for our customers, suppliers and partners. The decision to bring everything together in one, convenient location – from customer service, after-sales, repairs and logistics – is synonymous with our drive to use innovation to continually enhance the online shopping experience and empower our users to overcome online shopping barriers. Our first customer experience center will function as the heart of our regional operations bringing all of the SOUQ.com services under one roof.”

“The center will provide a physical extension to the online shopping experience by bringing popular products and brands closer to the customers as well as deliver exceptional on-demand services. The omni-channel experience provides customers benefits of face-to-face interaction with our staff, ability to fully inspect products prior to purchase and also avail our post-sales support and services,” added Mouchawar.

The center will feature selected items and products from popular regional and international brands. The SOUQ.com customer experience center is conveniently located on Shaikh Zayed Road next to Villa Rotana Hotel, and is open daily from 10 am to 10 pm and from 4 pm to 8 pm on Fridays. Visit www.SOUQ.com or download the SOUQ APP on your smart phone.

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About SOUQ.com

SOUQ.com is the largest online retail and marketplace platform in the Arab world, featuring 8.4 million products across 31 categories such as consumer electronics, fashion, health and beauty, household goods, and baby. Today, SOUQ.com attracts over 45 million visits per month, with localized operations in the KSA, UAE and Egypt.

SOUQ.com offers a convenient and safe online shopping experience with secure online payments, option to pay cash on delivery and free returns. For more information, visit www.SOUQ.com.

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