



Introducing the new Pearson Middle East Customer Contact Centre for Digital Products

From August 2015, Pearson's Middle East digital customers will be able to access world-class technical support through a new Customer Contact Centre based in Cairo.

Reaching new standards in customer support

As part of its commitment to providing **the very best in customer support** for its digital products, Pearson has launched a brand new Middle East Customer Contact Centre, based in Cairo.

This new, state-of-the-art centre will provide our Middle East customers with **prompt, accurate and reliable technical support** across the Pearson digital portfolio, including **all K-12, Higher Ed, and ELT** products.

The centre will provide Middle East customers with regular access **to locally-based, highly trained technical experts**, equipped to resolve local customer enquiries **efficiently and effectively**, no matter how small or complex.

The new service will be available in both **English and Arabic** – maximising accessibility.

We have created **four different ways** for customers to get in touch with the Centre, catering to **individual needs**. These include:

- **Telephone** – Customers will be able to call the Cairo hub via either a local rate or toll-free number.
- **Email** – Customers will be able to email queries to a dedicated email address.
- **Web-form** – Customers can visit a dedicated web page which contains a customised web-form translated in Arabic and English.
- **Chat** – There will be an option for customers to live-chat with agents within the landing page as well as on the web-form.

We want to ensure that our existing regional customers transition to the new service as **seamlessly** as possible, and that all users of our products can gain the **full benefit** of the new centre. Here you will find answers to questions you may have, as well as information about the **best way** for you to reach the new Contact Centre.

FAQS



Why has Pearson changed the way it provides customer support for digital products in the Middle East?

We are constantly looking for ways in which we can improve our products to ensure they maximise learning outcomes. A key way in which we can do this is by making sure we have the highest levels of support available to all users of our products, so they can maximise the effectiveness of the product and enjoy its full benefits. Launching this service in the Middle East will provide all our digital customers in the region with greater access to technical support, and ensure that the support our customers receive is of the highest possible quality.

How can I access the new Contact Centre?

There are four ways in which the new service can be accessed: via telephone, email, web-form and chat. For more, visit <http://support.pearson.com>

What will happen when I get in touch with the new Contact Centre?

When contacting the service, your enquiry will be dealt with by an agent in the Cairo centre. If necessary, the agent may escalate the query to the relevant second tier support team to resolve the issue. In rare cases of a highly complex or difficult query, the agent will be able to draw on the services of the UK and US technical teams to address the issue as seamlessly as possible.

When can I contact the new Contact Centre?

You can make contact with the centre via telephone during typical business hours 09:00 – 18:00 (UTC+3), Sunday to Thursday. Customers can get in touch with the Centre outside of these hours via webform.

How will other learners, educators and administrators become aware of the new Contact Centre?

We are undertaking a campaign to inform Pearson stakeholders across the region about the new service. Pearson representatives will visit schools and campuses to explain the changes and a series of online and media communications will also be rolled out in order to reach as many stakeholders as possible. To stay up to date, you can visit www.pearsonmiddleeast.com or follow our Pearson Middle East Facebook page at www.facebook.com/pearsonaw and our Pearson Middle East Twitter page at: www.twitter.com/pearsonawe

For more information, visit:
<http://support.pearson.com>



“Whether in Beijing or Dubai, Manchester or Istanbul, Pearson wants to provide every single one of its customers with the best possible learning experience. The launch of the new Customer Contact Centre in Cairo will ensure Pearson’s digital customers in the Middle East can exploit the full potential of their Pearson digital product and ensure the best possible results, whether they are an educator or a learner”.

Greg Ferrari,
Pearson Vice President of Customer Experience.