



## ZAIN LAUNCHES LIQUIPEL DEVICE PROTECTION SERVICE

**KUWAIT:** Zain, the leading telecommunications company in Kuwait, announced the launch of a new innovative service to protect smart devices in partnership with Liquipel. The new service offers postpaid customers two unique options to protect their devices starting at KD 1 monthly.

Zain is keen on introducing the latest and most innovative services and solutions in the market to elevate its customers' experience and offer them convenience while meeting their unique lifestyles. The company is also committed to introducing the latest and most competitive offerings to the largest customer base in Kuwait.

Liquipel, an innovative solution that was launched during the Consumer Electronics Show (CES) in Las Vegas, uses revolutionary nanotechnology to protect smart devices against 85 percent of liquid and dust damage. The device is injected with hydrophobic particles to protect the device without affecting its original design, eliminating the need for using covers, cases, and other accessories.

Zain now offers Liquipel services on all postpaid plans in two

options. The first option, Watersafe, offers water and dust damage protection to all devices for KD 1 monthly with a 24-month commitment. Customers subscribed to postpaid Internet plans can also get Watersafe protection for KD 2 monthly with a 12-month commitment.

The second option, Liquipel 360, includes Watersafe water and dust damage protection, as well as shock-absorbing protection for screens for KD 1.5 monthly with a 24-month commitment. Liquipel 360 is available for iPhone and Samsung smartphones only.

This offering comes in line with Zain's aim to provide its customers with a superior telecommunications experience, and springs from its core understanding of their needs. The company aims at providing its customers with a superior experience on Zain's most advanced network.

Zain emphasized its commitment to the needs of the largest customer base in Kuwait, and will continuously look into expanding its horizons to introduce the latest and most advanced solutions in the market to meet its customers unique needs and aspirations.

## KFH-TAKAFUL OFFERS INSURANCE POLICIES FOR KFH'S CUSTOMERS

SIX CUSTOMER SEGMENTS COVER COMPREHENSIVE POLICIES



**KUWAIT:** Kuwait Finance House (KFH) provides exclusive offers on 5 insurance policies for customers in collaboration with KFH-Takaful. The offers encompass 6 customer segments; Awliya-Nukhba-Ruwaad-Tamayoz- Sundus and Rubban. This covers the Sanad, Youmnak and Supplementary insurance policies on comprehensive cars insurance, in addition to Sanad for medical insurance and the policy of travel insurance. The discounts reach up to 50 percent until end of this year.

These offers reiterate KFH ongoing commitment to meet customers' aspirations and provide them with unrivaled benefits, distinguished rewards and exclusive banking experience. Customers can avail the offers and know more about them by calling KFH Takaful or visiting KFH.com.

KFH-Takaful provides insurance policies on luxurious cars up to KD 200000. This is considered as a differential advantage for the company's services. Sanad insurance policy benefits cover the total loss: Compensation shall be equivalent to 90 percent of the vehicle value or market value (whichever is less) in cases of accident known, unknown, fire or theft, not to mention many other services and additional features: Refillable fuel service, charging and changing battery, repair and changing wheels, Winch Service, transport service for individual, regular maintenance service.

Youmnak insurance policy benefits cover the total loss: Compensation shall be 85 percent in cases of accident known and 75 percent in cases of unknown accident, fire or theft. Supplementary insurance policy benefits cover the total loss: Compensation shall be 80 percent in cases of accident known and 50 percent in cases of unknown accident, fire or theft.

Sanad Medical insurance policy offers a lot of benefits such as covering the treatment and daily care, covering X-ray and medical diagnosis test expense, all charges for inpatient in the hospital, treating medical emergencies, covering ambulance charges, dental routine treatment, consultation and medical care before and after for inpatient in the hospital and covering expense of the medicines prescribed by the Doctor.

The main benefits offered on the travel insurance policy are: personal accident, covering the loss of luggage, medical and accident during travel, delayed flight and loss of passport.



## NISSAN AL-BABTAIN SURPRISES ALL WOMEN ON INTERNATIONAL WOMEN'S DAY

**KUWAIT:** To celebrate the International Women's Day, Abdulmohsen Abdulaziz Al-Babtain Co (AABC), the authorized agent of Nissan vehicles in the State of Kuwait, surprised its female customers purchasing a Nissan vehicle on Wednesday, March 8th, with flowers as a token of appreciation for their achievements and contribution to all spheres of life.

This small gesture from Nissan Al-Babtain aims at honoring women for their unquestionable contribution to society, as mothers, sisters, daughters, employees, artists, innovators, business and political

leaders, doctors and in many other capacities in which females have achieved a great deal of success. This gesture also celebrates the acts of love, courage, strength and determination ordinary women demonstrate every single day. On this occasion, Nissan Al-Babtain extends its best wishes to all women, and in particular to its female employees and customers, who represent an important and growing customer base. The latest initiative falls under Nissan Al-Babtain's CSR commitment that aims at enhancing inclusion and celebrating all segments of the society.

## CHEVROLET ALGHANIM TO SHOWCASE SPECIAL EDITIONS AT THE AVENUES

**KUWAIT:** Yousuf Ahmed Alghanim & Sons, the exclusive distributor of Chevrolet in Kuwait, announces the introduction of its popular specialty models to include Midnight Editions of the premium & powerful Tahoe and Silverado 2017. The special editions will be on display at the Avenues Mall, near Grand Avenue entrance, starting on the 14th of March 2017 and for 5 days, inviting all their fans to go through this amazing and new experience that reflects the character and style of the new editions. The Chevrolet Midnight cars boast of customized factory looks with dark visual hues that comple-

ment their imposing presence on the road, both when driving and static.

The new Midnight Edition of Tahoe and Silverado is looking bolder than ever, the special visual treatment builds on the vehicles' success in the market, offering customers the chance to stand out from the crowd in this limited edition vehicle. Including blacked out wheels, blacked out Chevrolet bow tie and black exterior, because black is the new black as far as Chevrolet is concerned.

Chevrolet Alghanim launched this exciting campaign in line with the regional campaign

launched by Chevrolet, as the SUV customers in the Middle East look at personally customizing their Chevrolet's to make them truly their own, whilst spending a considerable amount on aftermarket accessories to achieve this. The launch of the Midnight Edition allows customers to further deliver a custom look right from the factory, and enhance on the customers' premium expectation that they have for this iconic Chevrolet full-size SUV.

The Midnight Edition adds that special edge to the driver with black-painted wheels, black grille inserts, and black Chevrolet "bow tie" logos. All Midnight Edition are finished in black.

**The Midnight special edition package includes:**

- Aluminum black wheels
- Black door handles and mirror caps
- Black door and window edges
- Black bumpers and grille
- Black Chevy bowtie emblems
- Deep-tinted windows

Don't miss your chance to get up-close with the Midnight edition cars at The Avenues during March 14th -18th, 2017 and see the perfect blend of contemporary design, legendary capability and outstanding performance.

**Chevrolet complete care**

All customers who purchase a Chevrolet from Yousuf Ahmed Alghanim & Sons will receive the benefits of the Chevrolet Care Program, which entails new levels of post-sale support and trust. The Chevrolet Complete Care Program is an exceptional customer service that is based on four main pillars: competitive and transparent service costs (especially for four-wheel drive vehicles), scheduled service appointment booking with same day delivery, quality service by certified technicians and 3yr/100,000km warranty with 24x7 roadside assistance for 4 years.



## CHEVROLET ALGHANIM WINS 1ST PLACE IN SERVICE HERO AWARDS

**KUWAIT:** Chevrolet Alghanim won the 1st place in the Service Hero Awards 2016 for the NEW Car Sales category among 31 evaluated brands in this category in Kuwait. The annual ceremony was held this year on the 22nd of Feb in Dubai and the awards were given to winners of the Kuwait and UAE Market.

Chevrolet Alghanim would like dedicate special thanks to its customers and fans on behalf of Yusuf A. Alghanim & Sons Automotive's win as it was achieved by the customers' trust that was instilled in the company, a trust that the company prides itself for and strives to maintain. The company's commitment to improving services throughout all its showrooms and After Sales services in Kuwait is once again demonstrated with this great achievement.

Furthermore, this win reflects the constant efforts of Chevrolet Alghanim aiming to provide the customers with highest quality of services to gain their satisfaction and continuously exceed their expectations.

In addition, the Chevrolet Care Program guarantees to customers, new levels of aftersales support and trust. The Chevrolet Care is an exceptional customer service that is based on four main pillars: competitive and transparent service costs (especially for four-wheel drive vehicles), scheduled service appointment booking with same day delivery, quality service by certified technicians and 3yr/100,000km warranty with 24x7 roadside assistance for 4 years.

Chevrolet Alghanim seeks also equal service for all customers from all around Kuwait through locating their branches in different places. The locations and working hours of Chevrolet Alghanim are as follow: Al-Rai opens from Saturday to Thursday, from 8:30am until 10:00pm; and on Friday, from 9:30am until 10:00pm; Sharq, Fahaheel and Ahmadi open from Saturday to Thursday, from 8:30am until 12:30pm, and from 4:00pm until 8:30pm; Shuwaikh opens from Saturday to Thursday, from 8:30am until 12:30pm, and from 4:00pm until 8:30pm.

Since 2010, Service Hero is a neutral third party entity that has been measuring the Customer Satisfaction Index in Kuwait's market across 17 categories to evaluate the level of services received by customers from various brands. A total of 17,074 participants were surveyed this year and the results were derived from a live online voting system by the audience. Service Hero uses best practice research standards in partnership with the respected American Customer Satisfaction Index and use ESOMAR protocols (European Society of Market Research). They also have an advisory council comprised of leading academics and professionals to ensure independence and integrity. The voting model covers eight aspects: 1) Reliability 2) Speed 3) Quality 4) Value 5) Location 6) Staff 7) Call center 8) Website. Then, Service Hero reviews the votes to announce winners.

