

Seed Group Joins Hands with SentiOne to Boost AI Adoption in the UAE

Dubai, United Arab Emirates, and Gdansk, Poland – 8 June 2021 – [Seed Group](#), a company of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, has joined hands with Poland-based conversational Artificial Intelligence (AI) platform [SentiOne](#) to help the latter expand its business footprint in the UAE and the wider Middle East. This collaboration will facilitate SentiOne to provide state-of-the-art customer service automation based on [social listening](#) and [conversational AI](#) to various industries in the region.

As part of the agreement, Seed Group will assist SentiOne to connect with the right audience, find new potential customers, access top decision-makers in the government as well as private sectors, and market their AI-based technologies and services effectively in the region.

Hisham Al Gurg, CEO of the Seed Group and the Private Office of Sheikh Saeed bin Ahmed Al Maktoum, said, “The businesses world over are fast adopting AI-enabled technologies and data analytics to cut costs, improve efficiency, and increase sales and customer satisfaction. We are pleased to partner with SentiOne and hope this association will act as a catalyst in speeding up the commercial adoption of AI and related tools in industries across the region to help them grow exponentially and make the optimum use of the digital space.”

“Our extensive knowledge and expertise of the MENA business landscape and our commitment to advancing the interests of our partners will definitely help SentiOne make its presence felt in the region,” added Mr Al Gurg.

SentiOne is currently working with over 350 brands in over 30 markets, including Procter & Gamble, McDonald’s, Nike, Unilever, Beiersdorf, Tesco, Starcom, Mindshare, Mediacom, Saatchi & Saatchi and many others.

Kamil Bargiel, founder and CEO of SentiOne, said, “We are very much looking forward to our partnership with the Seed Group, and working with the businesses in the Middle East. The guidance and networking opportunities provided by the Seed Group will play a pivotal role in our success in the region.”

SentiOne specialises in developing technologies and providing state-of-the-art customer service automation based on social listening and conversational AI. SentiOne’s proprietary Natural Language Understanding (NLU) algorithm achieves the highest accuracy of intent recognition—almost 98 per cent—and is currently ranked first in the global Papers with Code ranking.

What does this mean for the industry? SentiOne chatbots can easily augment customer service agents, take over the most tedious and repetitive inquiries, and work 24 by 7 throughout the year. Thanks to the effectiveness of the technology, 2020 proved to be a record year for SentiOne, there was a significant

increase in tender inquiries from leading European banks and nearly 70 per cent year-on-year increase in revenues.

The Seed Group is a diversified company operating in industries, including technology, healthcare, tourism and hospitality, and real estate. Since its conceptualisation in 2000, the group has transformed into a frontrunner in multiple business sectors. SentiOne's partnership with the Seed Group will give it access to one of the fastest-growing economies and further opportunities with prospective clients based out of the Middle East, Africa, and Asia regions.

###

About Seed Group

Over the past 16 years, Seed Group has formed strategic alliances with leading global companies representing diverse regions and industries. These companies have propelled their business interests and goals in the Middle East and North Africa region through the support and strong base of regional connections of the Seed Group. The Group's goal is to create mutually beneficial partnerships with multinational organisations and to accelerate their sustainable market entry and presence within the MENA region. Seed Group has been a key point in the success of all its partners in the region, helping them reach their target customers and accelerate their businesses. The Private Office was established by Sheikh Saeed bin Ahmed Al Maktoum to directly invest in or assist potential business opportunities in the region, which meet The Private Office's criteria. For more information, visit www.seedgroup.com.

About SentiOne

Founded in 2011, SentiOne supports brands with AI-powered customer service automation. The solutions range from online listening and fully-integrated customer contact centres to new-generation conversational bots. The team of world-class professionals, engineers, and analysts has been recognised by many awards, such as EY Entrepreneur of the Year and Deloitte Technology Fast 500 EMEA and Top 20 Scaleup in Europe. The backbone of SentiOne's product is AI technology built in cooperation with top European universities. Using datasets from social listening, SentiOne's system can achieve high accuracy in processing conversations from any field. This allows developing exceptional conversational bots (both in text and voice channels). SentiOne solutions have been used worldwide by brands such as Procter&Gamble, McDonald's, Nike, Unilever, Beiersdorf, Tesco, Starcom, Mindshare, Mediacom, Saatchi&Saatchi, and many others. For more information, visit sentione.com.

SentiOne Media Contact

Agnes Uba
+48 693 705 775
agnes@sentione.com

Seed Group Media Contact

Nomarie Jean Lacsamana
+971 4 373 5068
jean@seedgroup.com