

Total CX and Ibn Al-Nafees Hospital Sign Strategic Partnership to Advance AI-Powered Customer Experience Services

Showcasing Youth-Led Ventures with Commercial Potential

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Total CX, part of the Beyon Group, announced the signing of a strategic agreement with Ibn Al-Nafees Hospital to deliver innovative customer experience services and AI solutions that support and enhance the hospital's operations, reflecting both organizations' shared commitment to enhancing customer experience through the integration of skilled talent and AI-enabled solutions.

The agreement was signed by Total CX Interim CEO Aseel Mattar and Ibn Al-Nafees Hospital CEO Mr. Rahma Jaberi.

Commenting on the partnership, Total CX Interim CEO Aseel Mattar said, "Organizations today are looking for smarter



Aseel Mattar, Interim CEO of Total CX, and Rahma Jaberi, CEO of Ibn Al-Nafees Hospital, exchange the signed agreement.

ways to strengthen customer experience while improving operational performance. By combining experienced customer service professionals

with AI-enabled capabilities, we help our partners build more responsive, efficient, and scalable customer operations. We are pleased to support Ibn

Al-Nafees Hospital in delivering enhanced experiences for its patients and customers."

Ibn Al-Nafees Hospital CEO Mr. Rahma Jaberi said, "At Ibn

Al-Nafees Hospital, delivering exceptional patient and customer experience is central to our mission. Our partnership with Total CX enables us

to strengthen our operations through the combination of skilled professionals and innovative AI capabilities, supporting greater efficiency, responsiveness, and service excellence."

Under the agreement, Total CX will deploy dedicated professionals alongside AI-driven solutions that strengthen Ibn Al-Nafees Hospital's CX capabilities. The collaboration will help improve service efficiency, responsiveness, and customer satisfaction.

The partnership further strengthens Total CX's position as a trusted partner for organizations seeking integrated solutions that combine skilled talent with AI-enabled capabilities to strengthen service delivery and operational performance.

NBB Announces Updated Branch Operating Hours

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The National Bank of Bahrain (NBB) has announced its updated operating hours across its branch network.

Under the new schedule, the Bank's Airport branch will operate daily from 9:00 am to 11:00 pm. The Atrium Mall branch will be open from Sunday to Wednesday between 9:00 am and 5:00 pm, and on Thursday from 9:00 am to 4:00 pm. Seef Mall branch will operate from Saturday to Tuesday between 10:00 am and 6:00 pm, and on Wednesday from 10:00 am to 5:00 pm.

NBB's Main Branch, along with the Hidd, Madinat Khalifa, Al Estiqlal Highway, Jidhafs, Souq Waqef, Riffa Souq, and Salmaniya branches will serve customers from Sunday to Wednesday between 7:30 am



and 3:00 pm, and on Thursday from 7:30 am to 2:00 pm.

Meanwhile, the Bank's Budaiya Highway, Sitra, Al Muthanna Road, Isa Town, Central Market, Hamad Town, Riffa Bokowarah, Muharraq Souq, and Exhibition Avenue branches will operate from

Saturday to Tuesday between 7:30 am and 3:00 pm, and on Wednesday from 7:30 am to 2:00 pm.

Customers are encouraged to check NBB's official website and digital channels for the latest branch timings before visiting.

Khalifa Port Cargo Hits Two-Year High After Hormuz Disruption

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Hasan Barakat

Cargo movement at Khalifa Bin Salman Port surged to its highest monthly level in two years in June, signalling a strong recovery after the Strait of Hormuz disruption that crippled regional shipping earlier this year.

The port handled approximately 112,600 tonnes of general cargo last month—a sharp rebound that follows a similarly strong May performance of around 105,500 tonnes, bringing the two-month combined total to roughly 218,200 tonnes.

Standstill to Surge

The recovery comes after cargo movement came to a complete halt in March and was further disrupted through part of April, following Ira-



nian attacks on Bahrain and other Gulf states that forced the closure of the Strait of Hormuz.

The latest figures suggest the port regained operational momentum quickly once conditions began to ease.

General cargo handled in May and June 2026 rose by approximately 198 per cent compared with the same two-month period last year, when the port recorded just 73,200 tonnes. June alone marked a near fourfold increase against June 2025's figure of around

29,000 tonnes.

The performance points to more than a simple return to normal. Port analysts say the figures reflect restored shipping confidence and a demonstration of supply chain resilience under pressure.

Khalifa Bin Salman Port serves as a critical gateway for Bahrain's trade and import supply movement. The scale and speed of its recovery underscores the port's strategic readiness — and its ability to absorb and overcome major regional disruptions.

Gulf Logistics Integration Push

GCC officials discuss strategies to create a more efficient and flexible regional logistics network

● Focus on stronger Gulf transport links.

● GCC railway project progress discussed.

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