



Diabolocom joins Business France's Grow Global Saudi Arabia 2025 cohort

Paris, April 28, 2025 – Diabolocom, a French provider of AI-powered CCaaS solutions, has been selected to join the latest cohort of Business France's **Booster Grow Global Saudi Arabia 2025** program.

After a rigorous selection process led by joint French-Saudi juries in Paris, Diabolocom stood out for the relevance of its offering, its strong adaptability to the Saudi market, and its clear ambition for international growth. This strategic program supports innovative companies in **accelerating their commercial expansion in the Kingdom of Saudi Arabia**, a fast-evolving, innovation-driven market undergoing rapid digital transformation.

"We're honored to be selected by Business France. This recognition strengthens our international positioning and confirms our ability to meet the demands of a market as advanced as Saudi Arabia—both in terms of innovation and data sovereignty. It's an incredible growth opportunity for our company," said **Frédéric Durand, CEO of Diabolocom**.

A high-potential growth accelerator

The Grow Global Saudi Arabia 2025 program will provide Diabolocom with tailored support, greater visibility among local decision-makers, and privileged access to a dynamic business ecosystem. It aligns with Diabolocom's expansion strategy in the MENA region, already underway through targeted initiatives and a growing presence.

Key sectors such as public services, banking and insurance, e-commerce, and telecom—core use cases for Diabolocom's platform—are a perfect match for the company's customer interaction solution, which combines advanced CRM integration and domain-specific AI.

About Diabolocom

For over 20 years, **Diabolocom has been transforming customer interactions** with its cloud-based CCaaS (Contact Center as a Service) platform, enhanced by proprietary generative AI. From smart automation and improved reachability to reliable analytics, Diabolocom equips customer service and sales teams with powerful tools to succeed.

By offering **full visibility into every interaction**, the platform helps leading companies like **Carrefour, Air Liquide, Mitsubishi Electric, and Nikon** reinvent their customer relationships **in over 60 countries**.

Diabolocom operates across **Europe, North America, Brazil, and the Middle East**, supporting global organizations in elevating customer experience.

In 2025, Diabolocom launched **Diabolocom Research**, its dedicated R&D lab, with a mission to design independent, ethical, high-performance AI models—adapted to all languages—for modern contact centers.

Learn more: diabolocom.com

About Business France

Business France is the national agency supporting the international development of the French economy. Its mission includes helping French companies grow abroad, and attracting foreign investment to France. Business France **promotes the country's economic appeal and manages the VIE** (Volontariat International en Entreprise) program. With over 1,400 employees across France and 53 countries, the agency helped generate €3.3 billion in additional export revenue for French SMEs and mid-sized businesses in 2023, **supporting or creating more than 27,000 jobs**. Business France also supported 58% of the 1,815 foreign investment decisions made in France in 2023, representing 67% of the 59,254 jobs created or maintained.

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