

Customer Service and Experience

solutions by stc places customers at the heart of our strategy, forging a series of highly strategic relationships and expanding our reach into fresh territories. We delivered on our promise by putting our customers at the heart of our business.

We also transformed our strategy in line with the growth of the Company and redefined our operating model – a crucial milestone in fostering a dynamic culture built on efficiency, trust, and resolution.

A Strategic Approach to Customer Experience

Our revised customer experience strategy is based on a 360-degree framework which ensures that all engagement is recognized, accountable, and actioned throughout its lifecycle. This provides a well-structured, transparent, and organized governance process, culminating in a tangible 'call to action' with accurate cross-functional reporting.

In an era where solutions by stc is expanding exponentially, the need for world-class customer excellence cannot be overstated. Having established the CX 360 model in 2023, the transformation into action ensures that our customers are able to enjoy a swift, seamless, and successful experience.

Our holistic strategic focus on the entire ecosystem of partners, suppliers, and employees was driven by creating a customer-centric mindset, where service excellence became instinctive. Intensive training on interaction proved to be invaluable in creating a culture of assistance and excellence. Furthermore, through our customer centric culture initiatives that focus on increasing knowledge, engage, participate in activities and reward customer centric behavior.

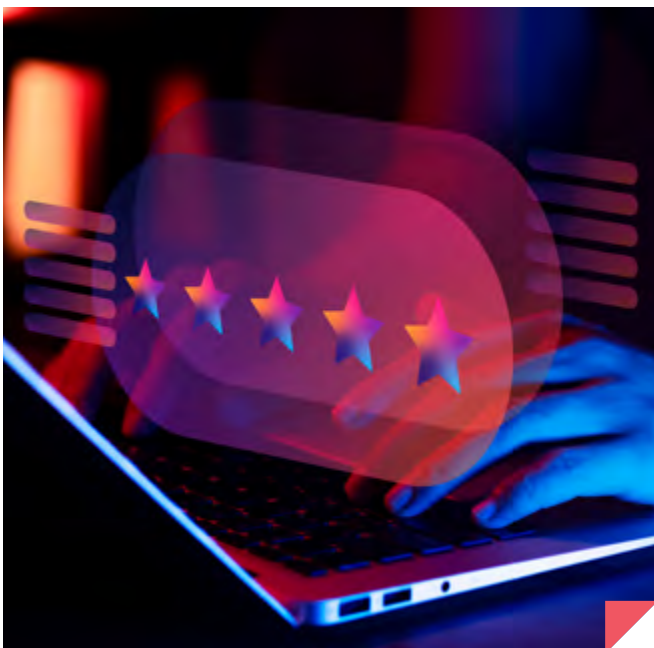
Creating Measurable Value for Our Customers

In line with our revised strategies, solutions by stc implemented a major shift in assessments and performance measures that ensure activating customer experience index (CEI).

As the most successful digital solutions provider in the Kingdom of Saudi Arabia, we not only have a growing customer base, but we are also entering territory that was previously uncharted by many of our employees.

It is a credit to all our staff that at the Customer Experience Live Show we won the awards for Best Quality in Customer Experience and Best Diversity and Inclusion Program, highlighting how customer experience initiatives are orchestrating change management.

By introducing 3 new platforms to provide an even more robust service, we have continued on our journey promote a customer-centric culture. Our 'voice of the customer' automated survey measure enables us to instantly identify areas for improvement, and take the necessary steps to enhance customer experience.





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Similarly, with 'complaint management', we can enhance, centralize, and integrate all complaint channels and ticketing systems to avoid manual handling of complaints and escalations, ultimately increasing end-to-end efficiency.

We also introduced Sadarah, an employee engagement platform based on a gamification concept, to build a customer-centric mindset among employees.

The effectiveness and efficiency of our customer excellence reached new levels in 2023 as we increasingly focused on analyzing our methods and delivery. Essentially, we reflected, reinvented, and restructured the way we work, creating a customer-centric service, and delivering customer excellence results.

"Through our deliberate and strategic customer experience initiatives, we consistently provided exceptional service, fostering ongoing value creation for our customers."

Thamir Mohammed Alhammad
Chief Business Diversification Officer