

CUSTOMER CARE AND EXPERIENCE

# PROVIDING AN EXCEPTIONAL EXPERIENCE FOR ALL CUSTOMERS

In 2023, the Customer Experience and Customer Care Departments continued to build on Mobyly’s legacy of exceeding customer expectations, surpassing historical key performance indicators (KPIs) and enacting the new Total Experience strategy. Innovations in service delivery, streamlined processes and a commitment to personalized interactions defined the year’s trajectory.

In March 2023, the Communications, Space and Technology Commission (CST) announced Mobyly as the winner of its Customer Experience Awards 2022 for achieving international standards based on customer votes. This is Mobyly’s second year in a row to earn the award, which aims to enhance user experiences and raise competitiveness among service providers in the Kingdom.

This recognition validated Mobyly’s success across its customer service KPIs, which increased across the board in 2023. Notably, Mobyly earned the highest TRI\*M index rating for customer satisfaction on the market, a testament to its dedication to customer-centricity.

KPI	2023 Improvement
Mobyly TRI*M	3.4%
Communication	1.3%
Customer Mobile Data Speed Score	2.4%
Opt-In/Out and Renew	3.0%
Network	4.4%
Customer Support	2.3%
Billing and Payment	4.3%
Social Media Customer Satisfaction Score (T-CSAT)	6.5%
Customer Care Customer Satisfaction Score (T-CSAT)	1.1%



### Leading Strategy for Customer Experience

As part of Mobyly’s new comprehensive strategy to achieve leadership in enriching the digital world, Customer Experience and Customer Care are owners of the pillar Total Experience Leadership. The mandate of Customer Experience is to ensure consistent and streamlined processes, digitalize end-to-end processes, increase accuracy of data and enable new ways to measure customer experience. The aim is to maintain Mobyly’s market leadership by providing an exceptional experience for all Stakeholders, extending beyond customers.

### Analyzing Customer Experience

In 2023, Mobyly enacted a range of strategies to measure and analyze customer experience. The Customer Experience Department enacted exercises to achieve visibility on customer’s pain points and opportunities for success. It captured feedback by conducting customer surveys, studying customer complaints and performing root cause analyses. It ran simulations of Mobyly’s products and services, as well as its competitors’ products and services. It also monitored customer incidents and issues, resolving them immediately. Furthermore, the Department identified the top 20 reasons for customer calls and proactively worked towards their resolution.

Customer Experience also reviewed and

edited customer communications to ensure Mobyly conveys product details with customers in a clear and simple manner. Reviewed content included printed and digital materials such as mobile apps, website pages, SMSs and emails.

### Innovating the Customer Journey

In 2023, Customer Experience contributed to Mobyly’s business performance by reviewing and approving new products and services that ensure customer satisfaction. The Department collaborated with other teams to develop and launch innovative products such as Auction, which allows customers to buy vanity numbers through digital channels, and SSA, which allows customers to activate new lines online without visiting a store. Other notable achievements included enabling customers to recharge their accounts with Alrajhi Bank and LikeCard through application programming interface services. The Department also improved the customer journey and communications for eSIMs, and facilitated the transfer of ownership through digital channels with 5 different scenarios to be launched in early 2024.

Importantly, Customer Experience enhanced Mobyly’s customer support services. Expanded services and enhancements led to a 43% increase in platform transactions and measurable improvements in customer experience.

In 2023, the Department implemented the CX Star program, which aims to motivate frontline staff to satisfy Mobyly customers, resulting in an overall improvement in the customer experience. This year, more than 70 employees were rewarded for their exceptional service to Mobyly customers.

## CUSTOMER CARE AND EXPERIENCE (CONTINUED)

### Implementing Seamless Improvements to Customer Care

This year, Customer Care maintained its reputation for excellence while undergoing a substantial transition and seamlessly integrating a new outsourcing vendor. Despite the complexity of this transformation, meticulous planning by the Department ensured zero disruption to customers while surpassing Customer Care KPIs. The transition led to improved operational efficiency and paved the way for elevating the experience for Mobyly customers.

This year, Customer Care advanced across its KPIs, underscoring its commitment to continuously elevate service standards. Focused efforts to address customer concerns promptly and effectively resulted in a marked 40% decrease in customer complaints. In addition, Mobyly's indicators for CST service level enhancement, customer satisfaction and proficiency in closing complaints within agreed service level agreements experienced remarkable growth compared to 2022.

It is notable that during 2023, there were zero inappropriate marketing and advertising incidents.

**40%**  
DECREASE IN CUSTOMER  
COMPLAINTS

Notably, Mobyly became the first telecommunications operator in the Kingdom to receive the Saudi Quality Certificate "Hayyak" for Beneficiary Service Centers from the Saudi Standards, Metrology and Quality Organization. In addition, Mobyly Consumer Care also secured the ISO 10002 certificate for adhering to the global standards of customer service and complaint management.

The Customer Care Department implemented several initiatives to improve customer satisfaction and efficiency. These included app fixes to optimize user experience, bill issuance improvements to reduce errors and delays and

interactive voice response system enhancements to increase call capacity and resolution. The Department based these initiatives on a comprehensive analysis of customer calls, which enabled it to identify customer needs and customize services accordingly. The measures resulted in a significant decrease in the number of calls to the call center and the overall volume of inquiry calls.

In collaboration with the Knowledge Management team, Customer Care initiated a proactive educational email campaign for its agents. Detailed guides support the agents to competently manage various customer interactions, demonstrating Mobyly's dedication to continuous enhancement of the customer experience and outstanding service.

### Looking Ahead to 2024

In the year ahead, Customer Experience and Customer Care remain dedicated to further elevating the customer journey by implementing innovative strategies and refining service delivery. The Departments aim to continue exceeding expectations and setting new standards in customer satisfaction.

In preparation for 2024, a series of strategic initiatives are in progress with the main focus to revolutionize customer experience and satisfaction. It will also improve its billing and payment systems, communication touchpoints and high-value customer services. The Department will introduce additional services and include more beneficiaries in the Customer Experience Command Center, which serves as a single source of up-to-date information and customer-level insights. It has also planned major enhancements for the sales and digital experience that will be rolled out in 2024.

Customer Care is poised to elevate customer accessibility by expanding digital channels for seamless contact center interactions. Collaborating closely with technical teams, efforts are underway to curtail both the duration and frequency of service outages. These initiatives underscore Mobyly's unwavering commitment to exceed customer expectations, ensuring a more accessible, reliable and satisfying experience with every interaction.

