

CUSTOMER CARE AND EXPERIENCE

ELEVATING EXPERIENCE AND EXCELLENCE

In 2024, Mobily's Customer Experience and Customer Care Departments made remarkable strides to enhance customer satisfaction across all business units. By prioritizing continuous improvement and data-based decision-making, the Company raised the bar for service levels and earned numerous industry accolades.

Advancements in delivering superior experiences across all customer interactions were demonstrated by notable improvements across a range of key performance indicators (KPIs). These included an 11.1% increase in Roaming Customer Satisfaction Scores (CSAT), a 5.0% rise in Social Media Transactional CSAT (T-CSAT) and a 1.3% growth in TRI*M Overall Satisfaction. Customer mobile data speed improved by 4.8%, while the reliability and speed of service delivery also increased – scaling service levels in the Kingdom's telecommunications sector.

Mobily significantly strengthened its proactive response management, achieving a 40% increase in the detection and analysis of customer experience incidents compared to 2023. This improvement reflects the effectiveness of enhanced monitoring systems and a proactive approach to identifying areas for improvement. Additionally, the Company achieved a 32% year-over-year improvement in incident resolution, underscoring its commitment to delivering seamless and positive customer interactions.

Moreover, customer satisfaction in the contact center increased by 0.5% in 2024, while social media and complaint

resolution satisfactions increased by 5% and 4%, respectively. Proficiency in closing complaints within agreed service level agreements also reached an impressive 95%, highlighting the key importance Mobily gives to the satisfaction of its customers.

Award-Winning Customer Experience

Mobily's leadership in customer experience was recognized through prestigious awards, including the Best Customer Experience Award 2023 from the Communications, Space and Technology Commission (CST) for the third consecutive year. The Company also garnered notable recognitions at the Gulf Customer Experience Awards (GCXA), receiving the Golden Award for Overall Excellence in Customer Experience, the Golden Award for Best Customer Experience Measurement and the Silver Award for Putting the Customer at the Heart of Everything.

Additionally, Mobily earned the CX Leader Award at the Sprinkler CX Connect Conference, renewed the Hayyak Certification by SASO and achieved ISO certification for complaint management, underscoring its adherence to the highest service standards. These recognitions have

enhanced Mobily's credibility and trust among customers and Stakeholders, elevated employee morale and reinforced customer loyalty and advocacy.

Mobily's Customer-Centric Strategy

Mobily's gains in customer experience stem from its comprehensive and strategic approach to elevating the customer journey across all products, processes and services. Central to its strategy is the adoption of advanced methodologies and standards, ensuring that every customer interaction is meticulously optimized to exceed expectations. Through well-defined standards and KPIs, the Company continuously monitors and evaluates key customer touchpoints. This structured approach allows for the identification of performance gaps, proactive responses to potential challenges and continuous improvement across all aspects of the customer journey. By leveraging best-practice frameworks in customer experience management, Mobily has established a new benchmark for quality and innovation within the telecommunications industry.

Mobily's robust customer experience governance structure further underscores its dedication to delivering exceptional experiences. The Customer Care Department works to promptly and effectively address customer concerns, taking proactive measures to reduce complaints to the CST and ensuring call frequency was successfully controlled.

Meanwhile, the Customer Experience Department plays a pivotal role in delivering Mobily's strategic vision by spearheading the Total Experience Program, one of the 13 strategic initiatives driving the Company's transformation. As the custodian of this program, Customer Experience ensures consistent and streamlined processes across Mobily's ecosystem, delivering exceptional experiences to customers and all internal units, as well as external Stakeholders including investors, regulators and partners.

Mobily is committed to fostering a customer-centric culture across all levels and pillars of the organization. This year, the Company introduced the CX Star Program, designed to motivate and recognize front-line employees who go above and beyond in delivering exceptional customer service. This initiative has been instrumental in boosting employee engagement and customer satisfaction. Mobily also celebrated CX International Day, engaging employees and Stakeholders across the organization in activities that reinforced the importance of customer-centricity as a core value.

Elevating the Customer Journey

In 2024, Mobily undertook transformative initiatives to enhance the customer journey and deliver exceptional experiences at every stage. The Customer Experience team rigorously reviewed new products and services, prioritizing customer satisfaction to align offerings with the highest standards of user experience and value. This year, it launched the Experience Maturity Index, a comprehensive framework to assess and quantify the quality of user experiences across all products and channels, driving targeted improvements and measurable results.

A key achievement was the redesign of critical customer journeys to proactively identify and resolve potential incidents before they escalate, address pain points and improve satisfaction. Billing processes were simplified

to provide intuitive and transparent experiences, while onboarding procedures were enhanced to ensure a seamless and engaging start for new customers. Resolution pathways for complaints and disconnections were streamlined to reduce customer complaints and improve handling times, boosting customer satisfaction and loyalty.

Driving Digital Transformation

Mobily's Customer Experience Department continues to drive the Company's digital transformation efforts, focusing on the digitalization of processes to enhance operational efficiency and create winning customer journeys. A cornerstone of this transformation is the implementation of omnichannel integration, which provides a consistent and unified experience across the web, app, social media and in-store interactions. This approach reduces friction, ensures seamless transitions between touchpoints and strengthens customer loyalty by delivering personalized and adaptable solutions that evolve with customer needs.

Mobily achieved significant advancements in its digital offerings this year. Enhancements to the chatbot experience enabled faster and more intuitive responses, simplified navigation for common issues and expanded service capabilities, streamlining the service request journey. Similarly, improvements to the billing and payment experience provided customers with more convenient and user-friendly ways to view, manage and settle their bills. The Company also used innovative digital marketing strategies to improve engagement, strengthen satisfaction and drive business growth across all customer touchpoints.

Measuring and Analyzing Customer Feedback

A key pillar of Mobily's strategy is leveraging data-driven insights and customer feedback to continuously refine services and enhance customer satisfaction. By meticulously analyzing customer complaints and identifying recurring issues, Mobily uncovers root causes and implements targeted solutions. Central to this effort is the Voice of the Customer (VoC) program, which employs transactional and perception surveys to actively listen to customer concerns, pinpoint pain points and uncover opportunities to improve the customer experience.

CUSTOMER CARE AND EXPERIENCE (CONTINUED)

In 2024, Mobily launched a new Survey Management Tool equipped with a live dashboard for customer experience management. This innovative platform has transformed Mobily's ability to capture and act on actionable feedback in real time.

Key features of the tool include efficient feedback collection across multiple channels, providing a comprehensive understanding of customer satisfaction and enabling real-time issue resolution. The platform also introduced a unified enterprise survey and case management solution, consolidating data handling and linking feedback to resolution processes for more effective follow-ups. Data consolidation and trend analysis were further enhanced, offering robust visualization capabilities that improve decision-making and strengthen closed-loop feedback processes to translate insights directly into service enhancements.

The Survey Management Tool has delivered tangible benefits, including improved responsiveness and customer-centric decision-making, increased accountability through robust feedback resolution and empowered teams with actionable insights to proactively elevate the customer experience.

Enhancing Customer Communication

By prioritizing transparent and effective communication, Mobily continues to strengthen customer trust and enhance the overall customer experience. This year, the Company introduced significant enhancements across its self-service platforms to provide more seamless and user-friendly experiences.

A new program was also created to enhance customer awareness about product features while promoting responsible and sustainable usage. Following a comprehensive audit of communication practices, Mobily empowered customers to make informed decisions about the environmental impact of their product use while aligning with Mobily's broader commitment to sustainability. Based on the findings, Mobily implemented actionable solutions that

resolved over 50% of identified issues, improving the clarity and relevance of customer communications. To sustain these improvements, ongoing monitoring processes, including feedback mechanisms and regular reviews, were established to ensure continuous refinement of communication strategies.

Mobily places a strong emphasis on maintaining transparency and accuracy in its marketing and advertising efforts, reflecting its dedication to integrity and customer trust. In 2024, measures implemented included strengthening content review processes, improving coordination between marketing, customer experience and operational teams, and enhancing the monitoring of campaigns. These efforts aimed to maintain zero incidents of inappropriate marketing and advertising, underscoring Mobily's commitment to upholding the highest standards of ethical communication and fostering trust with its customers and Stakeholders.

Strategic Partnerships for Enhanced Customer Experience

Mobily continued to strengthen its customer engagement initiatives through strategic partnerships in 2024, highlighting the Company's ongoing efforts to integrate world-class technology and services, reinforcing its leadership in the region, and supporting Saudi Arabia's Vision 2030 goals.

Mobily forged several impactful partnerships designed to enhance customer experience, strengthen its technological infrastructure and drive innovation. In collaboration with HCL Software, Mobily aims to elevate customer satisfaction by leveraging advanced tools and solutions to optimize engagement and streamline service delivery. A partnership with Tech Mahindra will focus on developing globally competitive loyalty programs, providing customers with innovative and rewarding experiences. Additionally, an agreement with Alinma Bank aims to integrate Mobily's services with Alinma's digital channels, boosting convenience and satisfaction for shared customers.

On the technology front, Mobily signed a strategic cooperation agreement with CISCO to deploy cutting-edge technologies that enhance customer experience while building a future-proof communication network. A partnership with Fortinet seeks to upgrade Mobily's networks, enhancing their security, flexibility and efficiency to deliver more robust and reliable services. Furthermore, an MoU with Nokia will enable collaboration in the field of cloud-RAN, paving the way for advanced network capabilities and ensuring Mobily remains at the forefront of the telecommunications sector.

At Capacity Middle East, Mobily signed partnership agreements with popular partners, enabling customers to redeem their Neqaty points, further enhancing the value of Mobily's loyalty program. These collaborations reflect Mobily's dedication to delivering exceptional value and continuously improving its services to meet evolving customer needs.

Achieved a **40% increase** in the detection and analysis of customer experience incidents compared to 2023

Received the Saudi Arabia **Best Customer Experience Award** from the CST for the third year in a row

Looking Ahead to 2025

Mobily's plans for 2025 include a range of initiatives aimed at enhancing customer experience and engagement. This will include a strong focus on digitalization, aligning with the Company's overarching strategic goals to improve service delivery, drive operational efficiencies and maximize customer value.

Strategic priorities include the introduction of advanced tools to enhance customer experience measurement accuracy, ensuring precise and actionable insights. Mobily is committed to exploring the potential of AI and machine learning to enhance predictive customer experience capabilities.

The Company will also expand its VoC programs to collect broader feedback across more touchpoints, with a particular emphasis on net promoter score metrics. Customer journeys will continue to be refined through the adoption of predictive tools designed to enable seamless interactions and improved satisfaction at every stage. These efforts are set to further solidify Mobily's customer experience leadership in the market, fostering greater loyalty, long-term engagement and sustained value creation.

