

Customer Care and Experience

Transforming Every Interaction into Lasting Trust

In 2025, Mobily advanced its customer excellence agenda through the combined strength of its Customer Experience and Customer Care Departments. Together, they reinforced Mobily's commitment to placing customers at the center of every decision, ensuring that each interaction reflects the Company's values of agility, courage, clarity and care.



Building on this foundation, Mobily strengthened the synergy between digital innovation, operational efficiency and human connection to redefine service quality and responsiveness. Customer-centricity continued to evolve from a guiding principle into a measurable business driver, shaping how teams design, deliver and refine experiences across all touchpoints. Through enhanced governance, the use of AI and data-driven insight, Mobily transformed its approach to customer engagement – making every moment of interaction simpler, faster and more rewarding.

Elevating Experience as a Strategic Driver

Mobily's Customer Experience played a pivotal role in advancing business performance by making customer-centricity the foundation of every improvement, investment and decision. The Company ensured close alignment across business units, channels and partners, reinforcing a consistent focus on customer outcomes. This collaboration reduced friction, improved service reliability and elevated satisfaction and loyalty, contributing directly to lower churn and higher average revenue per user.

Through targeted improvements to key journeys such as onboarding, complaint resolution, disconnection handling and digital self-service, Mobily achieved faster response times, reduced manual workload and increased digital adoption. These outcomes enhanced operational efficiency and strengthened customer sentiment. The Company also embedded a robust measurement framework with clear experience key performance indicators (KPIs) and continuous monitoring to ensure accountability across all teams. Experience excellence became a measurable business driver, directly supporting Mobily's growth, efficiency and customer trust and reaffirming its leadership in the Saudi telecommunications market.

Customer Experience is now evolving from a reactive to a predictive model, designing systems, processes and mindsets that place customers and employees at the center of every decision. Through data, AI and advanced analytics, Mobily is building the capability to anticipate needs, act faster and create more connected journeys. Every initiative – from digital transformation to culture programs – contributes to shaping an organization where experience becomes the shared language and measure of success.

At the same time, Mobily's Customer Care continued its transformation into an intelligent experience center powered by AI and automation. The new model emphasizes customer-centricity, speed and operational precision, ensuring that every customer interaction delivers clarity, consistency and confidence. This evolution reflects Mobily's ambition to lead the telecommunications industry in customer experience excellence.

Advancing Experience Excellence

In 2025, the Customer Experience continued to drive Mobily's strategy by enhancing satisfaction, optimizing key journeys and reinforcing governance and assurance mechanisms. A refreshed strategy prioritized customers in all initiatives, driving measurable impact across both experience and KPIs.

A real-time survey management platform with a live dashboard was launched to capture customer feedback across critical journeys such as roaming and billing, providing actionable insights for faster, data-driven decision-making that improved customer satisfaction and response agility. Simultaneously, the redesign of core journeys – covering roaming, postpaid, Raqi, prepaid, delivery and FTTH – simplified interactions, reduced friction and strengthened service reliability.

Mobily also advanced its experience assurance and quality governance framework. Over 75 simulations were conducted and 140 experience incidents analyzed, to prevent recurrence and maintain quality standards. More than 100 issues were resolved across major journeys, improving satisfaction, accelerating service recovery and strengthening alignment between customer and business objectives.

Customer Care and Experience continued

Delivering Measurable Results

Mobily achieved notable improvements across all key customer experience indicators in 2025. The TRI*M FTTH overall satisfaction score rose by 12.0%, while the Company's overall TRI*M score increased by 2.8%. Customer Support satisfaction improved by 2.9% and social media transactional customer satisfaction by 2.5%. Operational efficiency also advanced, with the eShop device delivery service-level agreement (SLA) improving by 9 hours in main cities and 6 hours in other regions.

Customer Care achieved parallel progress, successfully reducing the volume of customer complaints by approximately 30%. This achievement resulted from targeted corrective actions that enhanced the quality of complaint handling and significantly improved performance in CST-escalated cases.

Mobily also reached a satisfaction rate of 93% in contact centers, 83% on social media and 70% in complaint resolution satisfaction. The complaint closure rate within agreed SLAs reached 97%. These results underscore Mobily's focus on delivering reliability, responsiveness and exceptional service quality at every touchpoint.

Mobily also strengthened its leadership in digital experience, ranking first among Saudi telecommunications companies in response time for online gaming, live streaming and video interactions according to international digital performance benchmarks. This achievement reflects continuous investment in network infrastructure to deliver ultra-low latency and real-time connectivity. Through its "A Leading Network" campaign, Mobily showcased how these advancements enhance digital experiences across gaming, streaming and cloud applications while unlocking new possibilities in healthcare, education, entertainment and finance. With latency levels under 30 milliseconds and high upload speeds that support remote work, video conferencing and content creation, Mobily continues to elevate engagement and reinforce the Kingdom's position as a global innovation hub.

Transforming the Customer Journey

Throughout 2025, Mobily advanced multiple initiatives to enhance service quality, digital accessibility and overall satisfaction across key journeys and customer segments. The Company transformed the complaint experience through 9 initiatives that unified governance, accelerated resolution and embedded real-time feedback. The launch of the Voice of Customer (VoC) platform, AI-enabled Smart Care and Service Quality Management tools enhanced responsiveness and transparency.

Mobily also elevated its digital sales and delivery experience through real-time order tracking, one-time-password confirmations and post-purchase VoC feedback collection. Expanded payment and installment options, trade-in services and stronger SLA compliance improved convenience and competitiveness.

The FTTH experience benefited from increased automation and reliability, minimizing outages and simplifying after-sales and relocation processes. Enhanced digital activation, expanded branch coverage and standardized communication ensured consistent, high-quality service. For prepaid customers, enhanced app usability, SIM replacement, eSIM and mobile number portability integration and native Android recharge and auto-payment features provided greater ease and transparency.

Improved billing transparency, a clear Fair Usage Policy, clarity on value-added tax and real-time usage alerts strengthened trust and continuity for all Mobily customers. Roaming experiences were also improved through expanded bundles and real-time usage alerts supported by advanced monitoring, with Raqi customers benefitting from free incoming calls in select countries. Raqi and postpaid customers enjoyed greater empowerment through a fully digital experience in the Mobily App, enabling seamless activation, upgrades and plan management.

Customer support innovations included the reintroduction of complaint management through WhatsApp and Live Chat, real-time service request tracking and a closed feedback loop for detractor recovery. Redesigned interactive voice response and chatbot journeys, automated outage alerts and personalized communication enabled faster, more transparent and empathetic service.

Leveraging Technology and Data

Mobily continued to strengthen its digital ecosystem to deliver smarter, faster and more human-centered experiences. The live insights platform captured real-time feedback across key journeys, allowing immediate response to emerging needs. Redesigned self-service and digital sales platforms improved simplicity and personalization, enabling customers to manage their services seamlessly from onboarding to after-sales with fewer steps and higher satisfaction.

Billing and payment experiences were also enhanced through the integration of multiple digital wallets and more reliable transaction flows. Experience research and analytics provided a holistic view of customer interactions across digital, retail and contact center channels, equipping leaders with insights to anticipate needs and remove friction.

Mobily advanced its digital innovation agenda in 2025 through a strategic partnership with Valid, a leading global provider of identity and payment technology solutions. Together, the companies launched a remote SIM provisioning platform that enables subscribers to manage SIM and eSIM profiles remotely with greater flexibility, speed and security. The Over-the-Air solution allows customers to activate or switch profiles without visiting physical stores, enhancing convenience while improving network efficiency and data protection. Beyond smartphones, the technology extends to IoT devices and M2M applications, underscoring Mobily's commitment to seamless connectivity, smarter digital ecosystems and customer empowerment across every segment.

Surpassing Global Standards

Throughout the year, Mobily reaffirmed its adherence to world-class service standards by earning the International Organization for Standardization (ISO) 9001:2015 certification in Customer Experience for the second consecutive year, following a comprehensive evaluation of its service quality, governance framework and continuous improvement practices. The certification recognized excellence across experience governance, quality assurance, journey review and VoC management. The achievement underscores Mobily's leadership in delivering consistent, high-quality and customer-focused services, while strengthening its position as a benchmark for sustainable excellence and customer satisfaction in the telecommunications industry.

Mobily's Customer Care also achieved the ISO 10002:2018 certification for Customer Care Services and renewed its HAYYAK certification from the Saudi Standards Organization (SASO). These accomplishments reinforce Mobily's reputation for consistent, high-quality, customer-focused services and strengthen its position as a benchmark for sustainable excellence in the telecommunications industry.

Reduced volume of customer complaints by ~30%

Launched a remote SIM provisioning platform in partnership with Valid

Customer Care and Experience continued

Putting the Customer First

Mobily deepened its commitment to customer-centricity this year through new initiatives, advanced feedback systems and employee engagement programs. Real-time feedback collection was expanded across major journeys, enabling faster action through the Experience Command Center and Closed Feedback Loop. More than 100 initiatives were launched to address customer pain points and enhance experiences across channels.

A key project, the Branch Visit Program, identified opportunities to simplify digital channels and communication by studying why customers visit branches. Insights from this program helped make information clearer and easier to navigate while promoting digital alternatives that reduce in-person visits and support Mobily's sustainability goals.

Mobily also strengthened customer loyalty through a strategic partnership with flynas, enabling members of the Neqaty Program to convert their points into nasmiles miles. The collaboration broadened redemption options and reinforced Mobily's commitment to delivering everyday value beyond telecommunications services.

To celebrate its people, Mobily's CS Star Program continued to recognize employees who exemplify excellence in customer experience. The initiative fostered a culture of innovation and accountability, highlighting best practices across departments and reaffirming Mobily's core belief in putting customers at the heart of every decision.

Mobily upholds rigorous marketing governance and review processes to ensure that all communications meet regulatory requirements, ethical standards and the Company's core values. Every campaign undergoes a multi-level approval process - spanning legal, compliance and customer experience reviews - to guarantee transparency, accuracy and fairness. If any concern arises, the Company follows a defined escalation and corrective-action procedure that includes immediate assessment, stakeholder coordination and, when necessary, direct customer communication. The approach ensures swift resolution and continuous alignment with best practices in responsible and accountable marketing. Together, these efforts culminated in the absence of any reported incidents of inappropriate marketing or advertising in 2025.

Looking Ahead to 2026

In the year ahead, Mobily will continue advancing personalization, proactivity and integration across all touchpoints. The next phase will focus on hyper-personalized interactions powered by AI and advanced analytics, ensuring every engagement is relevant, intuitive and human. Through proactive experience management, the Company will anticipate customer needs, detect friction early and resolve issues before they impact satisfaction.

To deliver on this ambition, a fully integrated omnichannel framework will provide consistent, high-quality engagement across physical, digital and self-service platforms. Unified customer experience standards will empower customers to transition effortlessly between platforms while maintaining a consistent, high-quality experience.

Customer Care will continue to build strategic partnerships with global leaders to deliver end-to-end solutions that enhance digital transformation and strengthen customer engagement and value maximization. Together, these initiatives will consolidate Mobily's position as a leader in intelligent, customer-driven experiences that define the future of telecommunications in the Kingdom and beyond.

Launched more than 100 initiatives to enhance customer experiences across channels

