

# Customer Experience

**As solutions by stc continued to prioritize customer experience as the mainstay of daily operations, a range of new initiatives and the enhancement of existing practices have ensured that clients remained at the center of all activities. Customer service excellence has never been more relevant, and solutions by stc have never been more proactive in delivering it.**

solutions by stc continued to build on its unrivalled customer experience, embracing further opportunities to develop dialogue with partners and clients and to enhance its services to maintain total satisfaction.

## Reinforcing customer communication

Having established a strategic 360-degree framework, solution by stc's closed loop communication ensures a highly organized and wholly transparent customer-centric process, where solutions and resolutions are actioned promptly and successfully. From initial engagement to successful closure, the cross-functional reporting ensures consistent messaging, reliable services, and client confidence.

solutions by stc has digitalized its manual customer experience operations, significantly enhancing efficiency, streamlining workflows, and elevating overall effectiveness.

As solutions by stc continues to expand, it has broadened the reach of its "voice of the customer" automated survey program in order to gain a greater understanding of client experiences and expectations. Feedback has always played an essential role in developing the Company's interactions, as it highlights the areas of excellence as well as creates awareness of opportunities for improvement. Driven by valuable feedback, our interactions continuously evolve, reinforcing our unwavering commitment to delivering a highly efficient, effective, and engaging service.

In order to further sustain and support solutions by stc's progress, a business review practice was activated with solutions by stc's Diamond customers to evaluate engagement and proactively resolve any challenges identified in the course of dialogue to ensure a sustained and long-term relationship.

## Striving for an instinctive service

The ongoing training programs for all employees remain a cornerstone of our company's commitment to exceptional customer service. These initiatives not only equip our team with the essential tools to drive satisfaction but also foster a culture of excellence. Additionally, the distinguished Customer Happiness Program recognizes and rewards our front-line employees whose outstanding contributions reflect unparalleled dedication and care.

In efforts to apply the most holistic customer experience, a sophisticated set of targets and assessment criteria, based on international best practice, were implemented. This experience index was incorporated into the management balanced scorecard to reaffirm the significance of solutions by stc's customer services and ensure that the Company remains a customer-focused leader, constantly pushing boundaries to deliver a seamless and exceptional experience.

As the Company strengthens its customer relationships, several initiatives were implemented to reinforce our service approach and enhance engagements. These include expert-led sessions by distinguished speakers, interactive solution-based games for front-line staff, Customer Experience Day celebrations, and webinars.

## Driven by excellence for 2025

As solutions by stc moves forward into 2025, its goal remains to improve the experience through ongoing dialogue and feedback with its customers and to engage on a wider scale to assess and enhance its processes. solutions by stc has an outstanding reputation as a customer centric organization which will be upheld and developed even further over the next years.

**We are committed to innovation, agility, and customer excellence, continuously striving to meet our customers' evolving needs, through cutting-edge and seamless solutions, enhancing efficiency, elevating experiences, and set new benchmarks in service excellence.**

**Maher Salem Althiyabi**

Chief Strategy Officer