

Customer experience

Driving satisfaction through 360° customer experience

This year saw Customer Service and Experience at solutions by stc delivering meaningful progress in placing the customer at the center of every engagement. Through the full implementation of our 360° Customer Experience Framework, we were able to listen more deeply, respond more quickly, and deliver more effectively across every stage of the customer journey. By combining real-time feedback with advanced analytics, we identified customer needs early and tailored our responses to enhance satisfaction, trust, and long-term relationships.

Customer success powering strategic progress

Customer Service and Experience played a central role in driving solutions by stc's strategic success during 2025. By embedding a customer-first mindset across all functions, the team ensured that every interaction reflected our values of reliability, responsiveness, and excellence. This focus directly supported our growth strategy, helping to reinforce our position as the Kingdom's leading ICT solutions provider.

A major highlight of the year was achieving over 90% customer satisfaction, a clear reflection of the team's commitment to service excellence. This success was built on our structured, closed-loop feedback process, which allowed us to monitor satisfaction in real time, identify pain points, and take corrective action quickly and effectively. As a result, a significant portion of our customers expressed their willingness to recommend solutions by stc to others, underscoring the trust and loyalty we have earned across the market.

The division's impact extended beyond service metrics. By equipping business units with actionable insights derived from customer feedback, we enabled data-driven decision-making that improved delivery timelines, strengthened operational reliability, and enhanced the overall customer journey. This alignment between customer experience and business performance continues to be a key driver of our competitive advantage.

Embedding customer service in our culture

This year marked the successful rollout of FLAG, a new internal culture initiative designed to empower every employee to take ownership of the customer experience. Through the FLAG campaign, employees across the Organization were encouraged to identify and report any customer concerns directly through Takkya, our internal digital platform. By digitalizing this process, we made it easier for employees to raise issues and for the Customer Experience team to act swiftly in resolving them.

FLAG has fostered a stronger sense of accountability and collaboration Company-wide, ensuring that customer care is everyone's responsibility. This initiative has proven to be a powerful enabler of continuous improvement, reducing response times and enhancing the speed at which issues are resolved.

Complementing this cultural shift, the Customer Experience Index was adopted as a comprehensive tool to evaluate performance across multiple Key Performance Indicators (KPIs). This integrated approach provides a holistic view of the customer journey and offers deeper insight into satisfaction levels compared to 2024.

Future focus

Looking ahead, our focus for 2026 is to evolve from delivering responsive service to creating a predictive, value-driven customer experience. We aim to anticipate customer needs, harness data to personalize solutions, and deepen our role as a strategic partner in our clients' digital transformation journeys.

Our mission is to transform every interaction into an opportunity to understand, support, and elevate the customer experience.

Maher Salem Althiyabi

Chief Strategy Officer

