

# CUSTOMER EXPERIENCE

**Bilal Kazmi – Group Chief Consumer Officer**

25 September 2022

Capital Markets Day



**FIFA WORLD CUP**  
**Qatar 2022**



**ooredoo**

OFFICIAL MIDDLE EAST & AFRICA TELECOMMUNICATIONS OPERATOR

# In H2'2021 Ooredoo Decided to Make CX a Corner Stone of its Strategy

## Seamless

- Works first time, every time
- Convenient & Easy
- Clear and Transparent

## Consistent

- Multi Channel
- Standardized across channels
- In a timely manner

## Differentiated

- Personalized and/or Segmented
- Added Value vs Competition
- Innovative

# EXCELLENCE IN CUSTOMER EXPERIENCE

is a Key Priority in Ooredoo  
Transformation Journey

**Ambition:**

To become the Preferred Telco Service provider across our  
geographies as measured by CSAT leadership



# Overall Customer Experience Focus in Ooredoo

## Customer Centric Culture



Leadership driving the cultural change with KPIs

## Voice of Customer



Customer feedback collection at all interaction channels

## Digital First Approach



Make everything digital to deliver better experience

## Partnerships



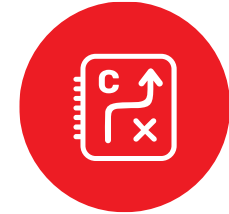
Collaborating with world's leading partners

## Customer Journeys



Focus on improving overall customer journeys

## Playbooks



Engagement and Best practices sharing through CX playbooks

# We Measure Customer Experience in four ways

## Daily Feedback

**VOC**  
Voice of Customer



Starting Q4,  
everyday for all major  
interaction channels

## Quarterly Measurement

**CSAT**  
Customer Satisfaction



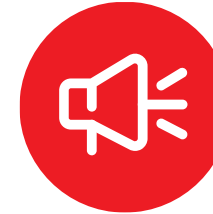
Quarterly across  
all OPCOs

**NPS**  
Net Promoter Score



Quarterly across  
all OPCOs

**BEI**  
Brand Equity Index



Twice a year  
across all OPCOs

Brand awareness – Brand consideration



# OUR KEY CX INITIATIVES

# Building Customer Centric Mindset & Culture

Customer Experience as **15%** bonus KPI for entire organization



**Top management reach-out to customers**  
A symbol of CXO level ownership and focus on improving CX



A day with frontliners

# Focus on Voice of Customer “Insight to Action”

## Voice of Customer

- Structured approach to collect Customer feedback
- Across all customer interaction channels

## Common Platforms

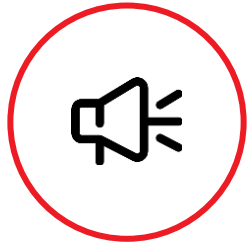
- State of the Art Customer Experience management solution with Qualtrics
- Consolidated comparison and analysis

## Continuous Improvement

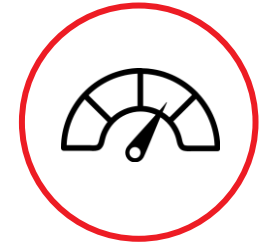
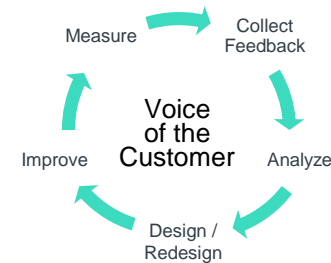
- Process to eliminate dissatisfaction reasons consistently
- Aiming for Daily, weekly and monthly cadence

## Leadership driving the Change

- Top management driving execution of the initiative



**qualtrics<sup>XM</sup>**  
Leader in VOC  
accordingly to Gartner





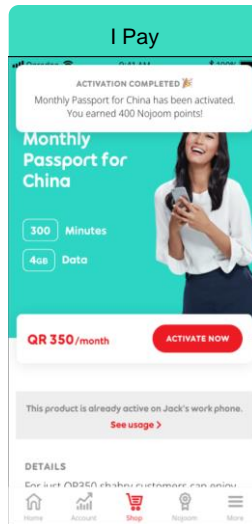
# “Digital First” approach to deliver experience

## Digital Journeys

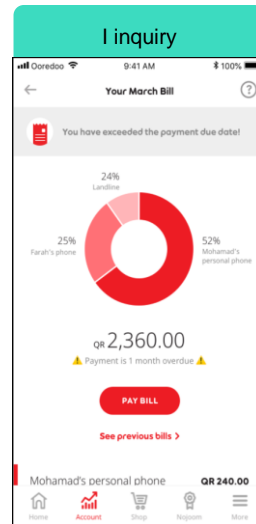
- Standardizing 6 key digital customer journeys across our digital footprint (6 more planned for 2023)
- By year end all Ooredoo business units will have the six journeys implanted in their apps
- All new app revamps in 2022 adopted/will adopt this digital journey framework (SAHL)



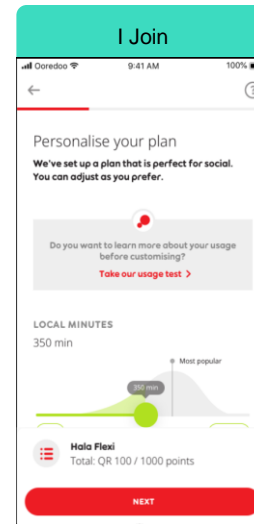
**CJ1:** Discover new products & check details before purchase



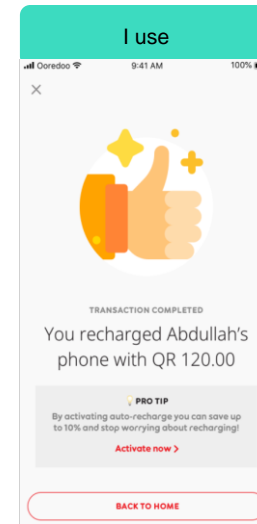
**CJ2:** Purchase a plan & bundle and activate a new product



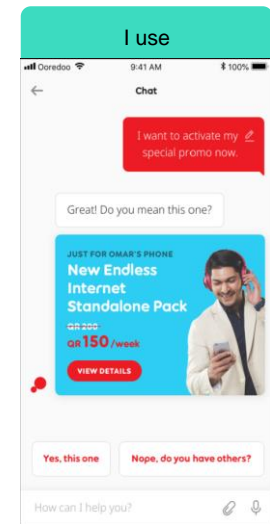
**CJ3:** Check balance / consumption & service personalization



**CJ4:** Social onboarding & plan activation and sharing the plan



**CJ5:** Special reward / promo on actions & price redeem



**CJ6:** Promo activation after recharge through chat-bot

# Customer Journey Pilot

## Pilot in Qatar

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- Focus on Prepaid Journey “I Join” and “I Use”
- Discovery phase completed with Customers & Staff
- Identified customer pain points, prioritized solutions, and developed prototypes
- Implementation in progress

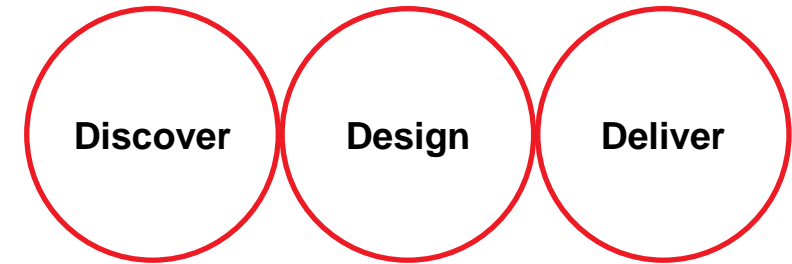
## Next steps

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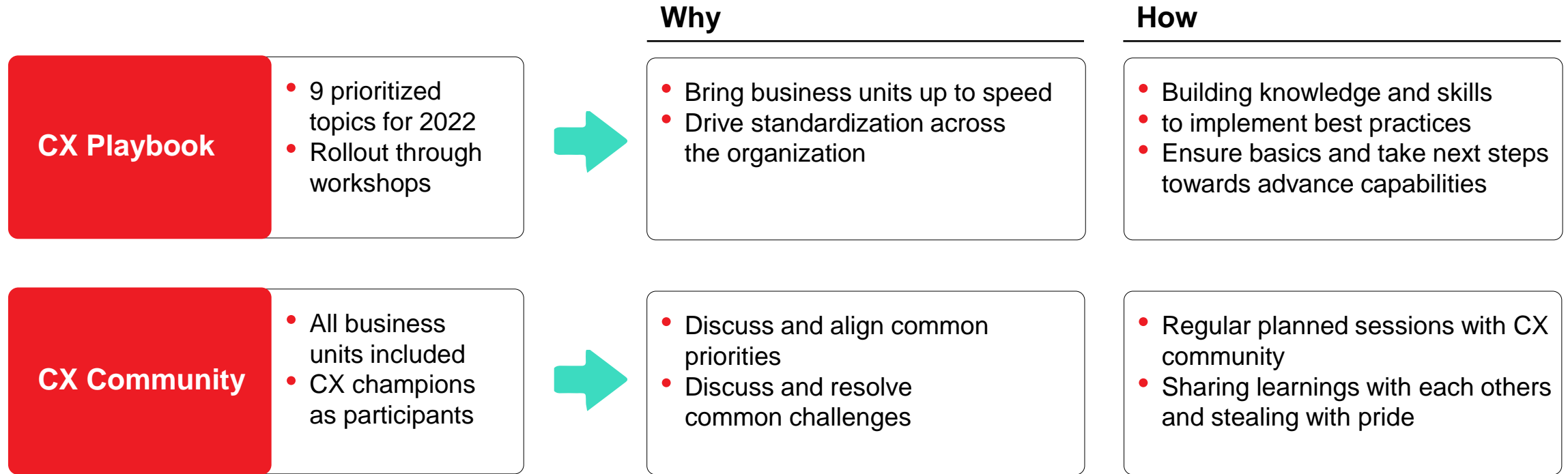
## Redesign Framework

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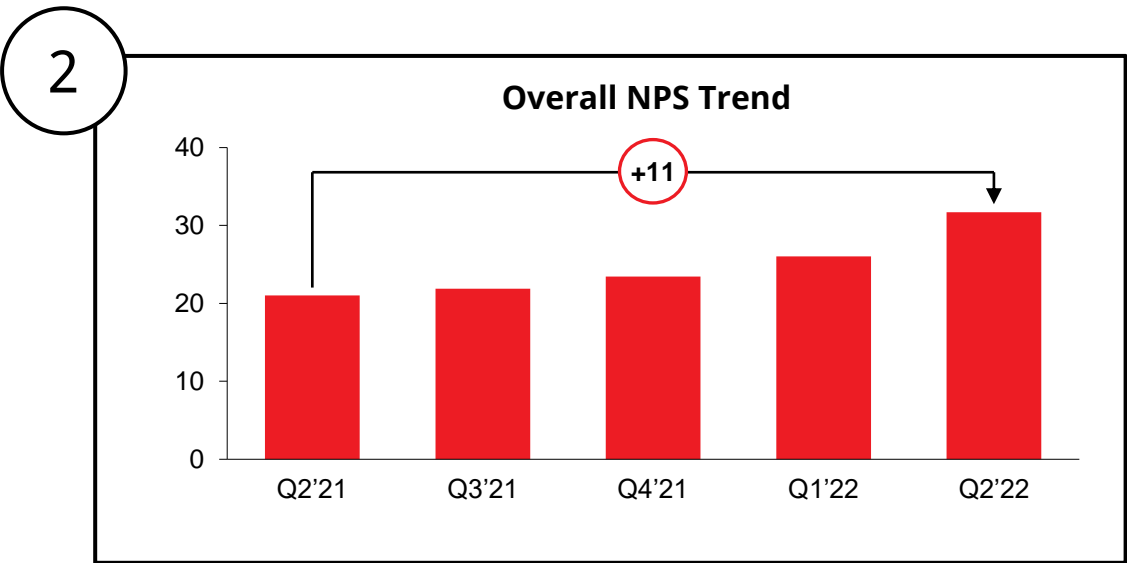
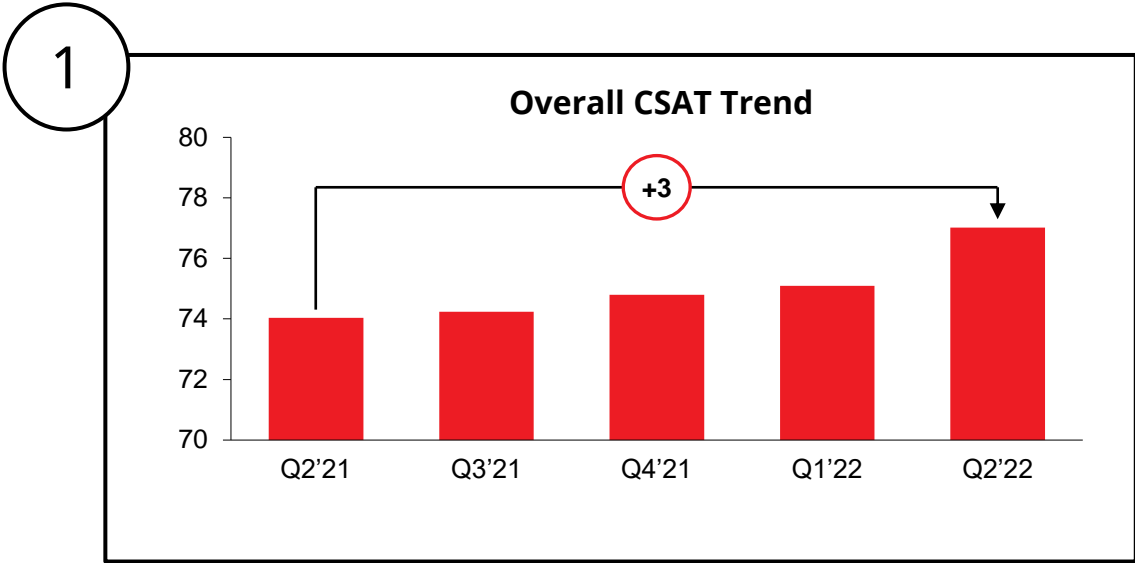


- **4 key personas** focused during prototype design
- **50+ customer** and employee interviewed
- **95 pain points** identified & **prioritized**

# CX Community & Best Practice sharing through Playbook



# Current CX Performance Showing Positive Trajectory



4

Market Leadership  
in Overall Customer  
Satisfaction

4  
Markets

3

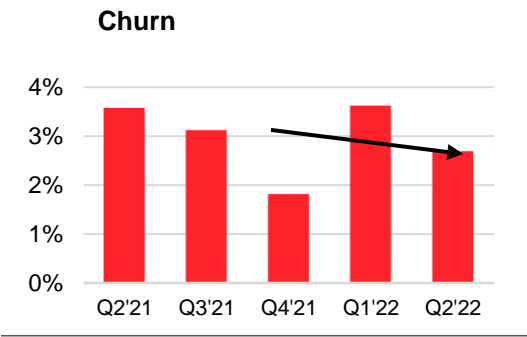
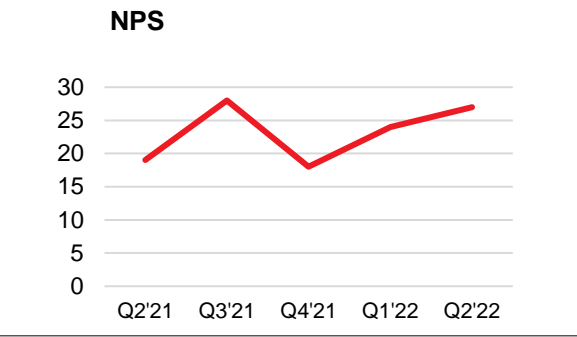
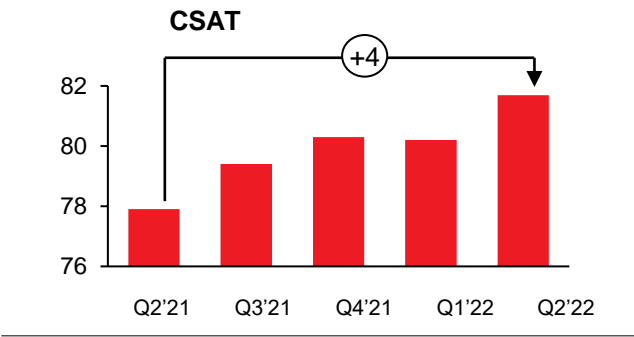
No 2 in  
overall Customer  
Satisfaction

4  
Markets

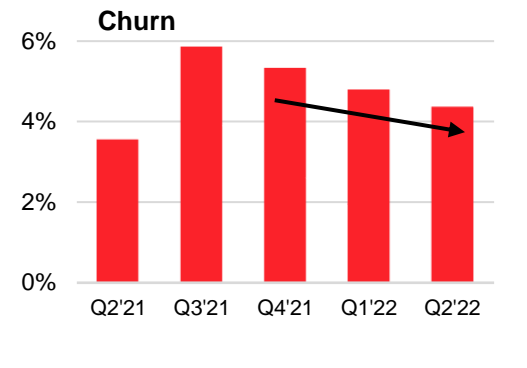
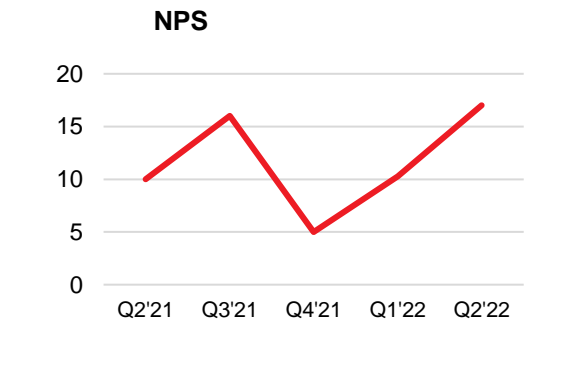
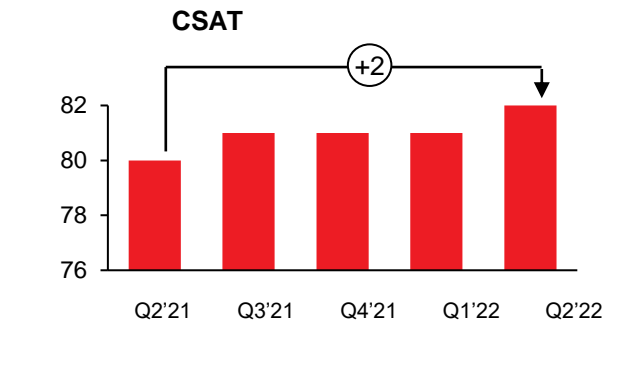
Ranking based on 2021

# Consistent Focus on Experience Delivers Results

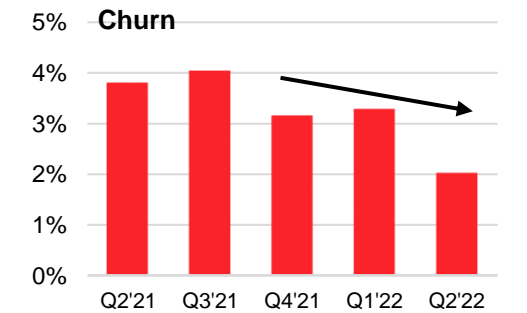
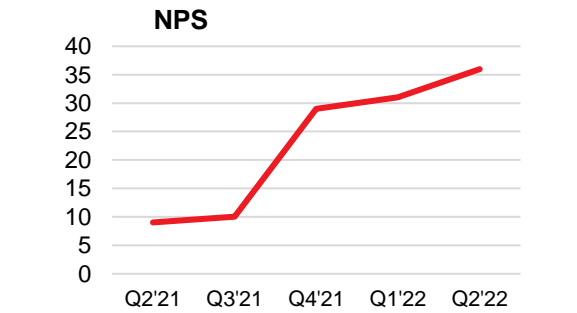
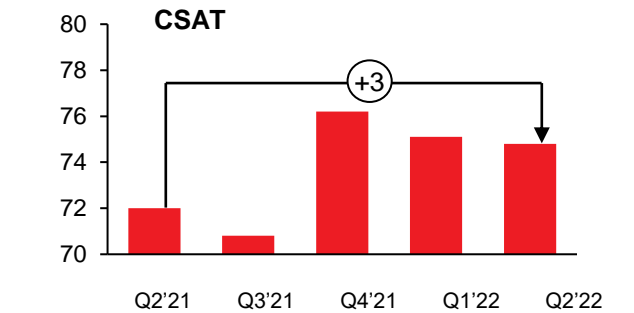
Kuwait



Maldives



Oman



# THANK YOU



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Qatar 2022



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