

# NPS BENCHMARKING REPORT SAUDI ARABIA 2023



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# **Foreword**

Customer experience is going to redefine business growth in the coming years. As internet penetration increases and digital transformation becomes the industry standard, customers' needs evolve. Today, customers interact with brands through multiple channels and expect prompt, personalized, and efficient service.

The customer was, is, and will always be the most important stakeholder for any business. With their evolving needs, the brands which understand what their customers want, stay ahead of the competition.

Do you wish to know how your customer is deciding and what drives them to you or your competitor?

This research which ranges across multiple industries gives a detailed understanding of how the industry is behaving and what drives customers to make a purchase.



# Message from the CX Experts



Yash Sultania
CEO & Co-founder, XEBO.ai

"Consumers today demand and expect exceptional service. Companies that don't invest in customer experience will eventually lose their customers and halt their businesses growth.

Companies driven by data and insights are guaranteed to stand out from the crowd and win the loyalty of their customers. This is why it is important for companies to stay proactive.



Liz Berks Co-Founder & CEO, 4SiGHT CX

"Spending time and effort to really understand customer needs, motivations and expectations is something that can truly transform businesses' ability to act and improve.

Companies who understand what their customers want, and where their relative position is in the market, have the knowledge that allows them to stay ahead of the pack."

# **Objectives**



To understand the Net Promoter Score by various industries and the top brands within each industry



Deep dive of the factors driving NPS for the brands and the industries



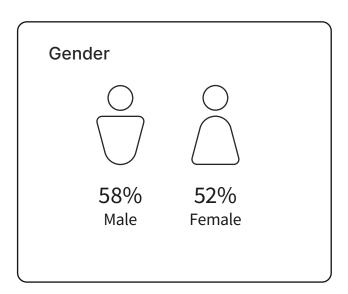
Outline the factors which will help improve customer experience and ultimately improve the brand NPS

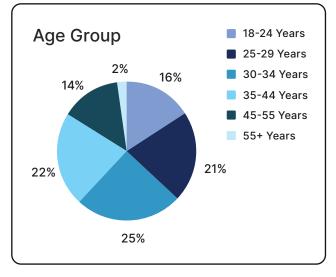


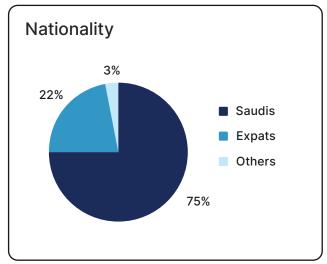
### **Basis For The Research**



# **Demographic Profile**







### What is NPS?

Great customer experience is crucial for establishing customer satisfaction, loyalty, and competitive advantage on a global scale

The most accepted statistic for tracking customer loyalty is NPS (Net Promoter Score), which enables firms to understand what works for their audience and what they can do to do better.

NPS provides a way to measure customer experiences and perceptions at each touch point, making it simple for decisions to be made by any audience. The scores provide rigor and simplicity, determining whether a company has done well or poorly with its customers, and where to improve.

### **How to calculate NPS?**

Net Promoter Score (NPS) is a widely used metric to gauge customer loyalty and satisfaction. The score itself is derived from a simple question:

"On a scale of 0-10, how likely are you to recommend our product/service to a friend or colleague?"

Based on their response, customers are divided into three categories:

**Promoters (Score 9-10):** 

Passives (Score 7-8):

**Detractors (Score 0-6)** 

The NPS is calculated by subtracting the percentage of Detractors from the percentage of Promoters. For example, if 50% of customers are Promoters, 20% are Detractors, and 30% are Passives, the NPS would be:

NPS = % Promoters - % Detractors | NPS = 50% - 20% NPS = 30%

### **CONTEXT MATTERS:**

# Industry Benchmarking:

Different industries have different standards for what constitutes a "good" NPS. For instance, industries like software and hospitality might have different average scores.

### Companyspecific Goals:

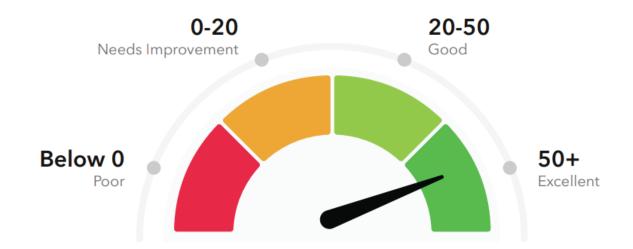
While industry benchmarks provide context, it's crucial to align the NPS score with your company's goals and historical data.

### Qualitative Insights:

NPS is a quantitative metric, it's essential to pair it with qualitative insights. Conductingfollow-up surveys, interviews, or feedback sessions can provide deeper insights into areas of improvement.



### What is a Good NPS?



Therefore, while a positive NPS is generally desirable, the "goodness" or "badness" of the score depends on various factors, including industry benchmarks, company goals, and the qualitative context surrounding the score.

### **Industry Overview**

Saudi Arabia is currently experiencing a dynamic shift in its economic landscape, propelled by initiatives to diversify its economy, implement substantial economic reforms, and undertake considerable advancements in infrastructure. The ambitious Vision 2030 framework is charting a course towards a resilient, multi-faceted economy that is knowledge-driven and competes on a global scale, placing a significant emphasis on the experience of citizens and consumers.

This nationwide focus on enhancing experience is spearheaded by the government sector. This is evident in our latest NPS report, which reveals that the government's digital service Absher shares the top position for customer satisfaction, ranking equally with Emirates Airlines, across all sectors.

### **Average Industry NPS\***



<sup>\*</sup>Industry NPS is an average of all brand scores within the industry.

# **Top 15 Brands**

Sector	Brand	NPS Score
	Absher	80
	Emirates	80
	Al Baik	75
	King Fahd Medical City (Riyadh)	<b>4</b> 74
	Jeddah Superdome	73
	Al Rajhi Bank	<b>3</b> 71
i(c 4]	STC Pay	69
=	Amazon	68
(0)	STC	66
MALL.	Red Sea Mall	66
	Jarir Book Store	66
	Toyota	64
	Bupa Arabia	63
<b>▷</b>	Shahid	63
	Panda	63
[B]	Hunger Station	60



Average number of Airlines used regularly

2

# Factors Driving NPS User-friendly booking platforms 48% Efficient airport operations 32% Customer Service 31% Personalization & targeted offers 18% Low Fares 16%



The KSA airline industry is not just a transportation network, it's a strategic engine fuelling both the economy and tourism, contributing significantly to the nation's ambitious goals. Millions of travellers rely on KSA airlines for safe and efficient travel to holy sites and tourism destinations generating substantial revenue and promoting cultural exchange.

### **Excerpts from the research**

User-friendly booking platforms simplify the travel experience, ensuring a seamless and efficient reservation process.

The optimization of airport operations contributes to hassle-free journeys, enhancing overall customer satisfaction.

Promise to exceptional customer service fosters positive interactions, solidifying trust and loyalty.

Personalization and targeted offers cater to individual preferences, creating a tailored and memorable flying experience.

Additionally, focus on offering low fares provides excellent value for customers.

Known for its luxurious cabins, extensive network, and award-winning service, Emirates is the NPS leader with a score of 80, closely followed by Saudia Airlines with an NPS of 76.

However, Inconsistent service quality such as staff behavior, poor communication, and the in-flight experience are some of the attributes airlines need to focus on to significantly improve their customer experience.



Average number of Automotive used regularly

2

## **Automotive**

The automotive landscape in Saudi Arabia is shifting gears, propelled by exciting trends.

Toyota reigns supreme - known for reliability, fuel efficiency, and family-friendly options.

Hyundai and Kia challenge with value-packed sedans and modern SUVs, appealing to budget-conscious buyers.

Nissan and Ford hold strong with popular SUVs such as the Patrol and Everest, catering to adventure seekers and truck enthusiasts.

### **Excerpts from the research**

In the dynamic landscape of the automobile industry in Saudi Arabia, elevated NPS score is shaped by a fusion of key driving factors.

First and foremost, is the meticulous attention to design and appearance which ensures vehicles that captivate and resonate with customers.

Design and appearance 65%

Brand recognition and reputation 62%

Dealer network and service experience 48%

Reliability and durability

Fuel efficiency and 30%

performance

A strong brand recognition & reputable standing further instill trust & satisfaction.

A robust dealer network and exceptional service experience contribute to a seamless ownership journey.

The core values of reliability and durability underscore commitment to producing vehicles that stand the test of time

Lastly, the emphasis on fuel efficiency and performance completes the package, aligning with the diverse needs and preferences of discerning customers, collectively driving an outstanding NPS.

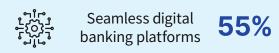
Toyota is the clear NPS leader with a score of 64.

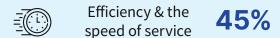
مصرضالراجحي alrajhi bank

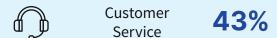
Average number of Banking brands used regularly

2

### **Factors Driving NPS**













The banking sector of Saudi Arabia is undergoing a transformative phase characterized by digital innovation, regulatory reforms, and strategic initiatives aligned with Vision 2030 objectives.

The Saudi Arabian banking sector is undeniably on an upward trajectory. With a supportive government, a booming economy, and a burgeoning fintech scene, the future looks bright for this dynamic financial hub.

### **Excerpts from the research**

Factors driving a high NPS score in the Saudi Arabian banking sector is a trio of key driving factors.

First, seamless digital banking platforms redefine convenience, offering customers an intuitive and hassle-free financial experience.

The efficiency and speed of services underscore commitment to prompt and reliable banking solutions.

Complementing these is exemplary customer service, ensuring that every interaction reflects a bank's dedication to meeting and exceeding customer expectations.

Al Rajhi bank has emerged as the NPS leader, with a score of 71.

Banks need to adapt to customer expectations, embrace digital transformation, and offer personalized and value-driven solutions to succeed in the Kingdom's evolving banking landscape.



Average number of Entertainment avenues used regularly

3

# Factors Driving NPS Wide range of choices to different interests Accessibility and convenience High content quality Value for Money NPS 54% 43%



Vision 2030, the kingdom's ambitious economic diversification plan, aims to reduce dependence on oil revenue and develop new sectors. Entertainment is seen as one of the promising avenues like tourism and hospitality.

The COVID-19 pandemic significantly impacted KSA's entertainment industry. However, post COVID-19 with continued government support, private investment, and a focus on innovative experiences, KSA is all-set to become a major global entertainment hub.

### **Excerpts from the research**

In the dynamic landscape of the entertainment industry, a high NPS score is powered by a variety of factors.

Customers are continually looking for a wide range of entertainment choices from concerts, theme parks, gaming events, and cultural events etc. A diverse array of entertainment choices caters to varied interests, ensuring a broad appeal among audience.

Accessibility and convenience play a pivotal role, providing users with a seamless and user-friendly experience.

The other key factor of success is high-quality content, captivating audiences and setting a standard for excellence.

Finally, the commitment to delivering exceptional value for money enhances overall satisfaction, solidifying strong NPS in the entertainment sector.

Jeddah Superdome has emerged as the NPS leader, with a score of 73 closely followed by Riyadh Season (72) and AlUla Events (71).



Average number of E-Wallets used regularly

2

### **Factors Driving NPS**





Saudi Arabia's e-wallet scene is experiencing a whirlwind of growth, fueled by a tech-savvy population, government initiatives, and a rapid shift towards digital payments.

This market presents both challenges and opportunities for e-wallet providers, emphasizing the need to constantly innovate, diversify offerings, and cater to specific user needs to stay ahead of the competition.

### **Excerpts from the research**

NPS score in the E-wallet industry in Saudi Arabia is anchored by a strategic blend of user-centric features.

The ease of sign-up and a user-friendly interface defines commitment to a seamless customer experience.

The trust in brand's reputation and reliability further bolsters customer satisfaction.

Smooth payment processing adds to the overall convenience, enhancing user interactions.

The wide acceptance among various merchants broadens accessibility, catering to diverse needs

Additionally, innovative loyalty programs and enticing cashback offers solidifies position, fostering customer loyalty and driving an exceptional NPS.

STC Pay emerges as the NPS leaders, with a score of 69. It is one of the most popular e-wallets used by customers with competition from players like Mobily Pay and Ur Pay.



Average number of E-commerce brands used regularly

### **Factors Driving NPS** 63% Low price **Promotions 50%** & offers 40% Delivery time 22% Product range 18% Easy return



# E-Commerce

Saudi Arabia's e-commerce market is experiencing a meteoric rise. It is a rapidly growing industry in KSA, driven by high internet and smartphone penetration rates, a young and tech-savvy population, and a growing demand for online shopping.

This expansion is further supported by government policies under Vision 2030, aiming to diversify the economy and encourage digital infrastructure development.

Saudi consumers show a growing preference for online shopping, driven by convenience, a diverse range of products, and the rising influence of social media on purchasing decisions.

### **Excerpts from the research**

High advocacy levels in the Saudi Arabian E-commerce landscape is shaped by a synergy of customer-centric factors.

Low prices across a diverse product range exemplify commitment to affordability. Engaging promotions and offers provide added value, fostering customer loyalty.

Efficient delivery timelines contribute to a seamless shopping experience, meeting customer expectations.

The breadth of product range caters to varied preferences, ensuring a comprehensive shopping destination.

Lastly, a hassle-free and easy return process underscores dedication to customer satisfaction, collectively driving an exceptional NPS in the dynamic realm of E-commerce.

Amazon leads the industry NPS, with a score of 68. A wide range of products is the key driver of Amazon's success in the region. Noon the regional contender receives an NPS of 60.

### **HUNGER STATION**

Average number of food delivery brands used regularly

2

### 



# **Food Delivery**

The food delivery market in Saudi Arabia has been rapidly growing in recent years, driven by a range of factors, including the country's growing population, busy lifestyles, and increasing demand for convenience.

Food delivery platforms are increasingly offering additional services like grocery delivery and same-day medication delivery, expanding their reach and catering to diverse customer needs.

### **Excerpts from the research**

A wide restaurant selection caters to diverse culinary preferences, ensuring a satisfying and personalized dining experience.

Better promotions add value, creating an enticing proposition for customers.

The simplicity of easy online ordering streamlines the process, enhancing overall convenience.

Quick delivery timelines contribute to a seamless and time-efficient customer journey.

Additionally, commitment to offering healthy options reflects dedication to meeting varied dietary preference.

**Hunger Station**, a well-established regional brand, has emerged as the NPS leader with an impressive score of 60, particularly notable in major cities. Recognized for its exceptional service, Hunger Station stands out as a preferred choice for customers

Additionally, other prominent brands such as Jahez, Talabat, and MrSool contribute to the diverse and competitive landscape of food delivery services in the region, offering customers a range of options for their dining preferences.



Average number of government services used regularly

4

### **Factors Driving NPS** Ease of Use 63% (Website) One-Stop **54%** Solution Efficient 41% App Simple 36% Procedures Speed of 33% Service



# Government

The winds of change are sweeping through the Saudi Arabian government sector, driven by Vision 2030's ambitious goals and a dynamic reform agenda.

Some key trends reshaping the landscape are embracing Tech for transformation, and leveraging Al and Big Data to streamline processes, predict trends, and make informed decisions.

### **Excerpts from the research**

High NPS is driven by intuitive website and apps which make navigation a breeze, serving as the gateway to a seamless experience

Being a one-stop solution resonates with users, offering convenience and consolidating their needs. The simplicity embedded in procedures enhances user interaction, fostering a positive journey.

Swift service delivery stands as a testament to customer commitment, leaving a lasting impression on users and solidifying exceptional NPS.

Absher has emerged as the NPS leader, with a score of 80, closely followed by Nusuk with an NPS of 78.

Most customers rate Absher highly because the platform meets all their requirements.

While the Government sector demonstrates strengths, there is room for improvement, particularly in customer services, transparency across all processes, and the speed of issue resolution. Addressing these areas will not only enhance overall service quality but also contribute to a more efficient and responsive public sector



Average number of Healthcare providers used regularly

2

### **Factors Driving NPS**





# Healthcare

The healthcare industry in Saudi Arabia has been undergoing significant transformation driven by technological advancements, infrastructure development, policy reforms, and a focus on improving healthcare delivery and outcomes.

With its commitment to innovation and collaboration, KSA is confident to become a regional leader in healthcare delivery and medical research.

### **Excerpts from the research**

Exceptional patient care stands as the cornerstone to high performing providers, where every interaction reflects commitment to well-being.

The expertise of qualified doctors adds a layer of trust and proficiency, resonating positively with the patients

Further fortifying healthcare standing is the extensive network of insurance tie-ups, ensuring widespread accessibility to quality healthcare. Together, these factors form a seamless bond of satisfaction, elevating NPS in the healthcare landscape.

Good reputation in providing quality care establishes a foundation of trust and confidence among patients. Also, the seamless experience of easy appointments ensures accessibility and convenience, enhancing overall patient satisfaction.

King Fahd Medical City (KFMC) in Riyadh, a renowned medical complex offering specialized healthcare services scores the highest NPS of 74.



Average number of Insurance providers used regularly

2

# Factors Driving NPS Cost & premiums Network of hospitals Customer service & claim assistance Reputation Digital access 24%



The Saudi Arabian insurance industry is riding a wave of change, propelled by a booming economy, regulatory shifts, and technological advancement.

The industry faces challenges such as low insurance penetration and lack of awareness. However, the strong economic outlook, supportive regulations, and tech-driven innovations present immense opportunities for growth

### **Excerpts from the research**

The affordability of costs and premiums ensures value for customers, fostering loyalty and hence emerges as the most important factor driving satisfaction and advocacy.

A robust network of hospitals enhances accessibility and convenience, providing comprehensive coverage.

Exceptional customer service and efficient claim assistance underline commitment to a seamless and supportive experience during critical moments.

Bupa Arabia is a prominent player in the Saudi Arabian health insurance market for both residents and expatriates. Bupa is the NPS leader, with a score of 63.

The insurance industry faces significant challenges in Saudi Arabia, marked by low market penetration, limited awareness regarding the value of insurance, and an underdeveloped regulatory framework. These hurdles collectively hinder the industry's growth and necessitate strategic interventions to enhance awareness, improve regulatory structures, and foster a deeper understanding of the essential role that insurance plays in mitigating risks and safeguarding individuals and businesses.



Average number of streaming providers used regularly

2

# Factors Driving NPS Genre variety 51% Innovative content Content creation Easy user interface Affordable pricing Affordable pricing



The OTT streaming space in Saudi Arabia is rapidly growing and evolving, with various local and international players operating in the market.

The country's high internet penetration, young and tech savvy population, and increasing demand for digital entertainment have all contributed to the growth of OTT streaming spaces.

### **Excerpts from the research**

Genre variety caters to diverse preferences, ensuring a captivating and personalized entertainment experience.

The infusion of innovative content sets a standard for excellence, keeping audience engaged and satisfied.

A rich content collection, curated with precision, enhances our platform's appeal as a comprehensive streaming destination.

The easy-to-navigate user interface further elevates the overall viewing experience, contributing to exceptional advocacy in the OTT streaming industry

Customers are not very price sensitive and place more emphasis on genre variety and innovative content.

Shahid and Netflix are NPS leaders in KSA, with a score of 63 each.

Shahid (by MBC Group) a regional player dominant in Arabic content, offers popular MBC channels, original series, and live events. While Netflix a global giant with a strong presence in KSA, particularly attracts viewers with its original series and Hollywood movies.

Average number of food delivery brands used regularly

2



# **QSR**

Saudi Arabia's QSR industry is sizzling hot, with burgers and shawarmas fueling the market.

While familiar faces like McDonald's and KFC still hold court, homegrown heroes such as Al Baik and Herfy are giving them a run for their money.

This explosive growth is being devoured by a young, tech-savvy population with changing palates and a voracious appetite for convenience.

### **Excerpts from the research**

A diverse menu offering caters to varied tastes, ensuring a satisfying dining experience for all.

Competitive pricing and affordability underscore commitment to providing value for customers, fostering loyalty

Pactors Driving NPS

Diverse menu options

Competitive pricing & affordability

Accessibility and location

Quick service and efficiency

15%

Hygiene and

safety

Convenient accessibility & prime locations enhance the overall dining convenience.

Quick service and operational efficiency contribute to a seamless and time-efficient customer journey.

11%

Maintaining stringent hygiene and safety standards further solidifies commitment to customer well-being, collectively driving an exceptional NPS in the QSR sector.

Al Baik emerges as the NPS leader, with a score of 75. Al Baik is not just a fast-food chain, it's a national treasure, a cultural phenomenon, and the reigning king of fried chicken in the Kingdom.



Average number of Retail providers brands used regularly

2

### **Factors Driving NPS**



Wide variety of products 49%



Competitive prices 45%



Convenient and accessable stores 42%



Knowledgeable staff

35%



The Retail Sector in Saudi Arabia is thriving and transforming. It is an exciting space marked by major growth, rapid digitalization, and evolving consumer preferences.

The sector has been experiencing significant changes due to rising income levels, a young and increasingly tech-savvy population, and government initiatives such as Vision 2030 aimed at boosting economic and social progress.

### **Excerpts from the research**

A high NPS score in the Saudi Arabian retail industry is fueled by a strategic combination of customer-centric elements. Together, all the below factors drive exceptional NPS, reflecting dedication to excellence in the retail sector.

The availability of a wide variety of products catering to diverse needs, ensuring a comprehensive and satisfying shopping experience.

Competitive prices underscores commitment to providing value for customers, fostering loyalty.

Convenient and accessible stores further enhance the overall customer journey, making shopping hassle-free and enjoyable.

Another pivotal aspect of success lies in having knowledgeable staff, who contribute to a personalized and informed shopping environment

Jarir has emerged as the NPS leader, with a score of 66.



Average number of Shopping malls visited regularly

### **Factors Driving NPS** 45% Diverse stores and brands Convenient location 41% and accessibility Price and 41% promotions Family 40% friendliness



# Shopping Mall

Saudi Arabia's shopping malls are changing in-line with consumer demands, shedding their purely transactional past and morphing into vibrant, experience-driven destinations.

By embracing new trends, diversifying offerings, and catering to evolving desires, KSA's malls are emerging as vibrant centers of community, leisure, and commerce.

### **Excerpts from the research**

High NPS score for shopping malls in Saudi Arabia is a result of a carefully curated experience.

Diverse stores and brands cater to a wide range of preferences, ensuring a dynamic and satisfying shopping environment

The convenience of prime locations and easy accessibility enhances the overall customer experience.

Competitive prices and enticing promotions contribute to customer satisfaction, creating added value

Furthermore, commitment to a family-friendly environment ensures a welcoming atmosphere, solidifying position as a preferred shopping destination and driving an exceptional NPS.

Red sea mall (Jeddah) has emerged as the NPS leader, with a score of 66, closely followed by Kingdom mall (Riyadh) with an NPS of 64

The KSA mall scene is experiencing exciting growth, with numerous new and impressive projects in the pipeline in the main centres of Riyadh, Jeddah and Dammam, as well as in smaller secondary cities across the whole of Saudi.



Average number of Supermarket brands used regularly

### **Factors Driving NPS** Product variety 72% and availability Quality and 68% freshness Accessibility and 43% location Competitive 37% pricing Offers and **32**% promotions



# **Supermarket**

The supermarket scene in KSA is sizzling with change with growing population, rising disposable income, and government support for local agriculture offer tremendous opportunities.

By embracing innovation, catering to diverse preferences, and prioritizing sustainability, KSA's supermarkets can keep their aisles full and customers satisfied.

### **Excerpts from the research**

Diverse product variety and consistent availability cater to varied preferences, ensuring a comprehensive and satisfying shopping experience.

Unwavering commitment to quality and freshness sets a standard of excellence that resonates with customers.

The accessibility and prime locations of supermarkets make shopping convenient and easily accessible.

Competitive pricing emphasizes dedication to providing value for customers, and enticing offers and promotions add an extra layer of appeal.

Panda emerges as the NPS leaders, with a score of 64 closely followed by Lulu at 61.

Various supermarkets in Saudi Arabia distinguish themselves through specialized strengths. Some stand out with expansive international or organic selections, catering to diverse preferences. Others carve a niche by providing unbeatable prices on staples or local favorites, appealing to budget-conscious shoppers.



Average number of Telecom operators used regularly

2

# Factors Driving NPS Network coverage Internet speed Cheap data Customer service Promotional offers 33%



The Saudi Arabian telecom landscape is buzzing with exciting trends, fueled by a tech-savvy population.

With a dynamic market, government support, technological advancements, and evolving consumer needs, the telecom industry is poised for exciting growth. KSA telecom providers are diligently working to enhance customer satisfaction and differentiate themselves in the competitive scene.

### **Excerpts from the research**

Extensive network coverage ensures a reliable and expansive service reach, enhancing overall customer satisfaction

Blazing internet speeds contribute to a seamless digital experience, meeting the evolving needs of our tech-savvy users.

Affordable data plans cater to budgetconscious consumers, creating value and accessibility.

Commitment to exceptional customer service fosters positive interactions, solidifying trust and loyalty.

Additionally, enticing promotional offers further enhance standing, collectively driving an outstanding satisfaction and customer advocacy.

STC is the clear leader with an NPS of 66 with its extensive network coverage. Mobily as a strong competitor stands close with an NPS of 60.

Transparency in data pricing and service offerings and investing in infrastructure requires a collaborative effort from regulators, and providers.

# **Final Thoughts**

Based on the NPS trends and buying behaviour, customers in Saudi Arabia bank on good services and digital reach while choosing a brand. However, the trends also reflect the trust brands have established with their customers, as most of the industries witness customers choosing between two brands.

Customers also choose convenience and ease of use when it comes to digital offerings, further establishing the shift to digital in the region. Service industries deem brands to provide quick and quality service and price doesn't play a big part in the decision making.

Leisure, entertainment, and luxury brands have shifted their focus on wide variety offerings, enhanced reach, and affordable pricing to attract customers.

KSA markets highlights the importance of good services and how it can help brands retain customers. A good average industry score is also a reflection of brands catching up to meet customers expectations.

### Disclaimer



This data represents the market study conducted by Survey2Connect in the UAE during Feb-March 2023. We have nowhere tried to rank companies and every industry leader mentioned is based on the responses we have received.

## **Brands Covered**

### Government

Absher
my.gov.sa website
Tamm website (for issuing Istemara)
Nusuk (Eatmarna Previously)
Najm
Zakat (ZATCA)
Ministry of Education
Ministry of Finance
Ministry of Foreign Affairs
Ministry of Human Resources and
Social Development

### **Shopping Malls**

Riyadh Park Kingdom Mall Centria Mall Panorama Mall Granada Mall Uwalk Nakheel Mall Red sea mall Mall of Arabia Aziz Mall Obhur Mall The village

### Retail

Jarir eXtra IKEA Nahdi Al dawaa Xcite

#### **QSR**

Herfy McDonald's Domino's Kudu KFC Burger King Maestro Pizza Al Baik Al-Tazaj Hardee's

### Banking

Al Rajhi Bank Riyad Bank Alinma Bank SNB ANB Saudi Investment Bank (SAIB) Banque Saudi Fransi (BSF) SAB Meem / Emirates NBD Bank AlJazira Bank Albilad

#### **Airlines**

Saudia Airlines Flynas Flyadeal Qatar Airways Gulf Air Wizz Air Emirates Etihad Air Air Arabia Turkish Airlines Fly Dubai

### Supermarket

Panda Carrefour Danube Tamimi Lulu Othaim Sadhan Aljazira

#### **E-Commerce**

Noon Namshi Amazon Nejree Shein Goat ASOS Farfetch Golden Scent iHerb Ounass Nahdi Aliexpress Haraj

### E-wallet

STC Pay Alinma Pay Noon Pay Mobily Pay Ur Pay Tamara Tabby

### **Automotive**

Toyota Hyundai Nissan MG Changan Ford Geely Mazda Kia Honda Lexus

#### Insurance

Tawuniya Bupa Malath MEDGULF Wataniya Salama Insurance Bcare Arabian Shield Insurance Alpha Insurance Agency

### **Entertainment**

Jeddah Superdome Riyadh Season AlUla Event Jeddah Season Formula E (FE) Formula 1 (F1) Jeddah Indoor Zoo AMC Cinemas Diriyah Gate Fakieh aquarium Muvi Cinemas Vox Cinemas MDL Beast Empire Cinemas

### **Telecom**

STC Mobily Zain Virgin Mobile Salam Mobile Go Telecom

### **Food Delivery**

Jahez Hunger Satiation Talabat The Chefz Marsool Lugmety ToYou

#### OTT

OSN
Netflix
Bein
Apple TV
Amazon Prime
Shahid
Disney
HULU
Starzplay
Crunchy Roll

### Healthcare

King Faisal Specialist Hospital and Research Center (Riyadh, Jeddah, and Madinah) King Abdulaziz Medical City (Riyadh and Jeddah) King Abdullah Medical City (Makkah)

King Fahd Medical City (Riyadh)
King Saud Medical City (Riyadh)

Dr. Soliman Fakeeh Hospital (Riyadh and Jeddah)
Prince Sultan Military Medical City (Riyadh)
International Medical Center (Jeddah)
Dr. Sulaiman Al Habib Medical Group (Riyadh, Khobar, Qassim)
Sultan Bin Abdulaziz Humanitarian City (Riyadh)



# **About XEBO.ai**

XEBO.ai is a cutting-edge Al-powered Experience Management solution that harnesses the power of artificial intelligence to provide a more holistic customer experience, employee experience, and digital research capabilities.

Our actionable insights have helped clients including BMW, Bupa Arabia, and VISAacross the Middle East, Africa, and Asia. Our wide range of Al-powered tools enablescompany to connect with their customers at every touch point to gauge their experience and further elevate the overall experience throughout the journey.

Leveraging our diverse audience panel, we delve deep into data silos for market research to further enhance your customer experience. Our solutions cater to a diverseset of industries ranging from banking, government, healthcare, insurance, education, and ecommerce.

Using our AI-powered SaaS platform, businesses can turn detractors into promoters,get the pulse of their employees, reduce customer churn, & research their potentialproducts & services using our vast global audience panels.

### **Contact Us**

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### **About 4SiGHT CX**

4SiGHT CX is a customer experience consultancy, focused on helping our clients set upimpactful customer experience programs.

We are made up of a team of highly experienced CX consulting professionals, with global experience working on both agency and client-side.

Building great customer experiences starts with putting people, both customers and employees, at the heart of every business.

Understanding your customers and your employees, and committing to improving their experiences, drives long term success of business.

We help our clients inspire loyalty amongst their customers by providing exceptional customer experiences.

### **Contact Us**

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