



القرار الصحيح
RIGHT DECISION



About Us?

A company that is passionate about the customer experience (CX), looking to improve the experiences of partners' customers by conducting market research and studies, providing consultations, and presenting training programs in the areas of customer service, call centers and customer satisfaction measurement.





«When The Costumer Comes FIRST The Costumer Will LAST»



Our Vision

Reaching a high position in the market by creating a difference for our customers and achieving records and high quality with permanent trust, broad understanding, and a continuous knowledge.



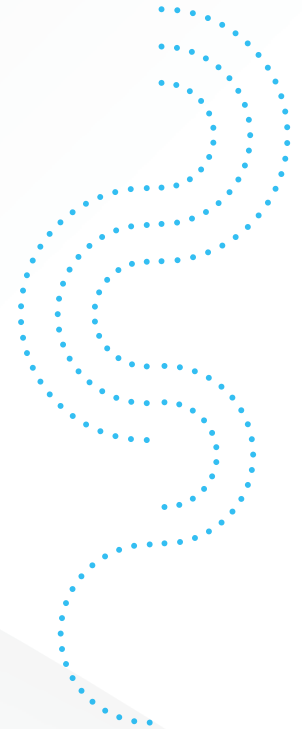
Our Mission

Providing specialized and distinguished services in the field of research and studies, providing consultancy, training and solutions to government organizations and the private sector in the field of improving customer experience.





Our Values





Our Goals

Defining the overall Customer Experience

Creating creative success stories for our partners and us

Trusted Customer Experience guide

Market Research Reference





Chances Of Success

1

Keeping pace with the directions and vision of the Kingdom 2030 in enhancing transparency in Customer Service and developing the Customer Experience.



2

The need to improve the role of government agencies, including ministries and organizations, in customer experience and performance measurement.



3

Exploiting the private sector's need to provide distinguished services in Customer Experiences.



4

Identifying the reasons for the lack of sector's customer interest, then provide a suitable improvement plan for a better Customer Experience accordingly in innovative ways.



5

Filling the lack of training activities in the field of customer service and call centers.





Our Services

1

Studies

We provide studies to our clients from the moment of the idea of establishing their projects through feasibility studies and market research for the potential customer, determining the ingredients and criteria for success and expansion, preparing studies of the call Centers Experience, Questionnaires and Data Analysis to determine the extent of their customers satisfaction to create and data analysis for their projects.



2

Consulting

We help our partners to accurately understand the aspirations of their customers through strategic planning for customer service, designing a customer journey map, evaluating all stages and procedures, and providing a number of proposals accompanied by governance and performance indicators through which business processes and procedures can be improved to reflect on the quality of their services and products to achieve the satisfaction of their customers.



3

Training

Human capital is the most important elements of the success of organizations and customer service encountered in front of customers, so we provide training for customer service representatives on soft skills in the art of customer service, creativity in marketing and dialogue management in call centers so that Our customers' employees work with high professionalism that earns customer satisfaction, concludes deals, and provides service from the first contact.



4

Call Centers

We provide advice for the best technical solutions to establish call centers and Customer Experience, and prepare the brochure of terms and specifications (RFP) for parties wishing to offer competition to operate their centers to contractors to ensure good implementation and quality of operation, and contribute to the development of internal procedures and policies to improve their outputs and quality of operation.





Client's



Government Sectors

We strive to provide services and studies to government sectors, including ministries and authorities, to improve the performance and mental image of their customers, and to develop customer service centers and their call center.



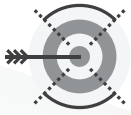
Private Sector

We strive to provide consultations and partnerships with the private sector of companies and institutions at all levels to develop their experiences with customers to achieve sustainability in the market.



Community Members

We strive to provide a package of training programs for those interested in the field of marketing and customer service to enable them to obtain outstanding job opportunities and provide benefits to their organizations.



Sectors



Applications



Shop



Cafes Shops



Restaurants



Factories &
Companies



Medical section



Sports centers



Stores



Products



Market Research



Feasibility Studies



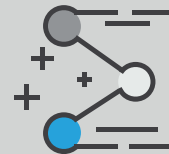
Management Consulting



Building KPIs



Customer Service
Planning



Customer Journey
Design



Data Analysis



Evaluate Products And Services



Customer Survey



Development Of Call Centers



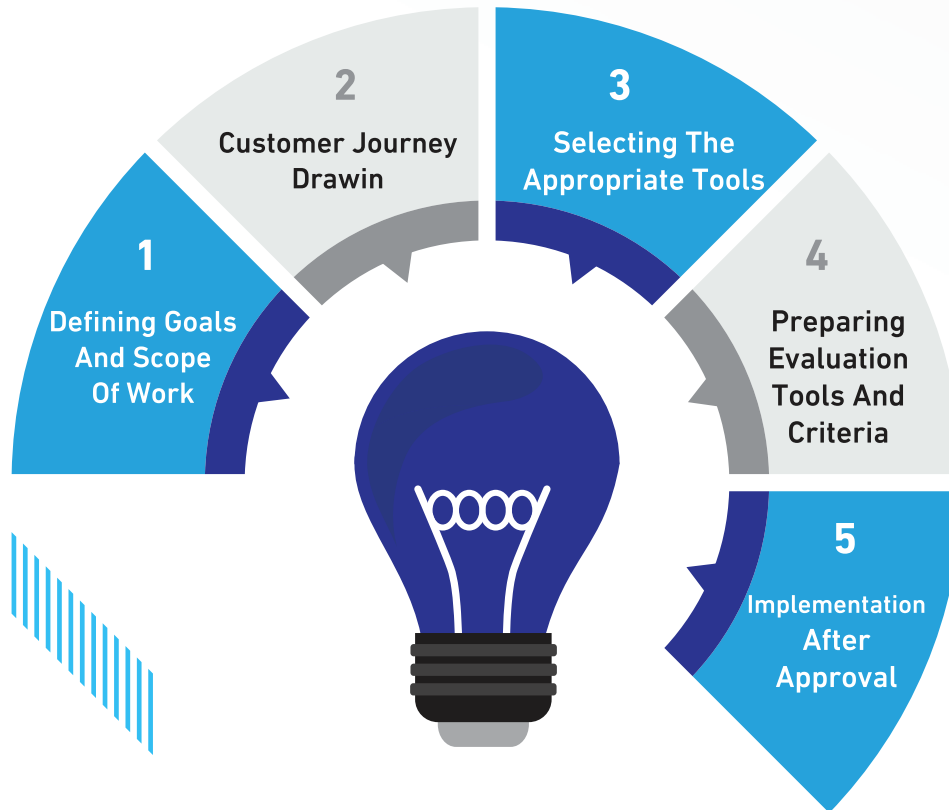
Customer Service Representative Training



Mystery shopper



Planning Steps For Preparing Our Customer Experience





Implementation Lifecycle For The Customer Experience Our Client



**Customer
Approval**



**Data
Collection**



**Data
Analysis**



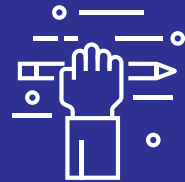
**Preparation
Of Studies**



**Reports
Preparation**

Our services in the field of customer experience for organizations

1. Establishing and operating the Customer Experience Department.
 2. Evaluating customer experience and maturity level.
 3. Developing methodologies and methods for customer experience.
 4. Building and implementing the appropriate tools for measuring the customer experiences that leads to illustrate several improvement suggestions, visualizing and observing results that depending on analyzed data from work field and market research.
 5. Training organization/business employees on expert customer experience courses such as the art of customer service, the communication skills with customers, and the customer experience at its foundational and advanced level.
-



Our programs



Customer Service Course

Customer service plays an important role as it is linked between the customer and business/organizations. Therefore, this course has been built to provide a strong knowledge for the trainees of different types of customers, gain their loyalty, handle their feedback, and utilize their complaints and use it as an indicator for increasing customer satisfaction and lead to a better experience.



Output:

- Introduce the concept of Customer Service and highlight its importance and ethics.
- Give the trainees the ability to realize the main obstacles of not gaining customer satisfaction and overcome these obstacles with suitable solutions.
- Explain the concept of customer compliments and the best ways of handling them.
- The trainees will know the criteria of customer service.

This course is targeting:

- Customer Service representatives in the front office.
- Sales and Marketing specialist teams.
- Online Customer Service employees.



Call Center Course

Call Center is always the first target option for the customers in all cases of requests/questions. Therefore, this course was designed to give the trainees the professional skills of customer service in call centers in the best way of service and satisfy the customer from the first call.





Output:

- Introduce the trainees to the concept of call center and its importance.
- Give the trainees the knowledge of the call center department and the prior technical tools for preform their report.
- The trainees will be able to analyze the call scenarios and connect them with the quality and performance reports.
- The trainees will be experts on soft skills for managing communication and gain customer satisfaction.
- Illustrate the recent technical tools in a call center for the trainees.

This course is targeting:

- The Agents of Customer Services in companies that operate call centers.
- Call center staff in government/private sector.
- Online marketing and sales departments.



Customer Experience Course:

Customer Experience contains can expected to give the trainees ability to recognize the methods of measuring customer satisfaction professionally. Also, it gives the trainees the needed skills and knowledge of how to draw customer journeys and accomplish the highest performance of customer satisfaction.



Output:

- Introduce the concept of customer experience and its importance for the trainees.
- Distinguish the difference between the customer experience and the user experience.
- Draw different customer journeys.
- Master the measurements of customer satisfaction.
- Illustrate the recent technical tools for enhancement .

This course is targeting:

- Entrepreneurs who aim to enhance customer experiences.
- Customer experience specialists and business analysts in organizations.
- Customer service employees and support representatives in services sectors and call centers.



the trainer

Abdulaziz Al-Osaimi

Expert and consultant in: Strategic
Planning - Management and
Performance Measurement Customer
Experience - Certified Trainer.





- Customer experience and customer service expert, he presented many research and studies.
- Author of the Customer Experience book (strategic planning and indicators for measuring the impact and the performance in Customer Service, Call Center, and Customer Satisfaction).
- Consultant to several entities in the field of strategic planning, performance measurement and information technology.
- Established a «tawassul» which is an e-service that includes the call center for the community connection strengthening program as well as the beneficiary care center in the Ministry of Education.
- He holds a master`s degree of Computer Science from the University of Bedfordshire in UK.
- Certified Performance Indicators Professional from the European Performance Institute KPI.
- He holds a government performance management certificate from the American Performance Institute.
- Certified Project Management Professional (PMP) from the Project Management Institute (PMI).



Our Scientific Products

customer experience book

- It discusses the strategic planning and indicators for measuring impact and performance in customer service and call centers, and measuring satisfaction.
- It contains more than 100 infographics and forms that assist who work in the field of customer service and experiences.
- It is considered as a guide manual in customer service, call centers and satisfaction measurement.
- It consists of four chapters:
 1. customers service
 2. call centers
 3. satisfaction measure
 4. Strategic planning and indicators for measuring impact and performance.
- Available in all Jarir Bookstore branches and Right Decision Store:

<https://rightdecisionsa.com>







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RIGHT DECISION

**The Right Decision In The Customer Experience To Become
Your Customer Always**



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