

# Saudi Telecom Company Connects Analytic-Enabled Insights to Improve Customer Experiences

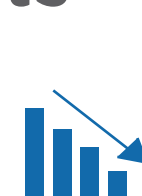
As the leading information and communication technology provider in the Kingdom of Saudi Arabia, Saudi Telecom Company (STC) uses integrated data and advanced analytics to achieve a new level of customer understanding. This allows STC to deliver enhanced, targeted, and engaging offers that improve the customer experience while also achieving its goal of moving to a digital environment.



## Moving to Digital Saw Impressive Results

**80%**

customer satisfaction, up from 55% in 1 year

**56%**

reduction in service center calls in 4 years

**98%**

of bills are paperless

**90%**

of service center calls answered within 30 seconds, up from 30% in 4 years

**85%**

customer satisfaction for the My STC mobile app, up from 75% in 1 year

STC LOYAL

SOCIAL

### Mobile Phone Customer Segmented Groups

TRADITIONAL

LABOR

PREMIUM

DATA JUNKIES

TEXTERS

SLEEPER

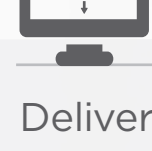


Highly personalized, dedicated channels for high-value customers

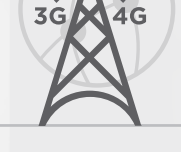


Increased profitability by lowering costs associated with no- or low-profit customers

## Optimizing Customer Experiences Enables New Value



Delivery of products and experiences aligned with customer wants and expectations



Expanding and right-sizing 3G and 4G networks to meet evolving needs



Drive efficiency with an emphasis on an efficient culture across the company



Lead the enterprise &amp; government telecom markets in the region



Lead the consumer data market



Pursue strategic investments to support growth objectives



Focus on capable people, empowered to perform



Shape win-win government outcomes

## 6 Strategies to Execute STC's Mission and Vision

### Themes for STC's "The Next Horizon" Strategy

- Drive profitable growth.
- Invest in and enable the knowledge-based economy.
- Transform the culture and the business.



## SAUDI TELECOM COMPANY BY THE NUMBERS

9 COUNTRIES IN  
3 CONTINENTS\$13.8B  
IN ANNUAL REVENUE54.6M  
SUBSCRIBERS17K  
EMPLOYEES

## MORE MARKET SHARE MORE MONEY

\$400K  
PER DAY IN REVENUE,  
UP FROM \$267K PER DAY60%  
MARKET SHARE

WATCH STC CASE STUDY VIDEO

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