



القرار الصحيح
RIGHT DECISION

CUSTOMER EXPERIENCE CONSULTING

BECAUSE WE BELIEVE THAT WHEN THE CUSTOMER COMES FIRST,
THEY WILL ALWAYS STAY...



ABOUT US:

«Right Decision» is a specialized organization providing outstanding consultancy services and solutions in the field of customer experience. Since our establishment, we have been passionate about improving the customer experience through innovative and advanced solutions aligned with the latest market trends. We work hard to build strong relationships with our clients to ensure achieving the highest levels of satisfaction and loyalty.





Our Vision:

We aspire to be the optimal partner for every organization aiming to sustainably improve their customer experience, helping them reach a leading position in the market by providing high-quality solutions centered on innovation across all aspects of the customer experience.

Our Mission:

We are committed to delivering specialized and exceptional consultancy services in the field of customer experience, including strategy development, customer journey improvement, and providing training and technologies needed to measure customer satisfaction. This enables organizations to achieve excellence in customer experience, building a long-term and trustworthy relationship with their clients.



VALUES:



Customer First

We believe that the customer should always be at the heart of everything we do.



Innovation

We continuously strive for innovation and provide new solutions that align with modern advancements in customer experience.



Sustainability

We focus on providing sustainable solutions that maintain customer satisfaction in the long term.



Comprehensive Quality

We are committed to delivering the highest standards of quality in all our services to ensure the best outcomes for our clients.



Constructive Collaboration

We believe that success is achieved through effective collaboration between the team, clients, and partners.

OUR OBJECTIVES



Building Sustainable Partnerships

Enhancing sustainable partnerships to improve customer experience through long-term collaboration that ensures mutual success.



Creating Success Stories

We are committed to delivering integrated solutions based on innovation and creativity to create unique success stories and provide exceptional experiences that exceed customer expectations.



تطوير الكوادر البشرية

We prioritize training our human capital, equipping them with the skills to lead and deliver exceptional customer service.



Enhancing Comprehensive Quality

We strive to achieve the highest quality standards in all aspects of our work, ensuring services that exceed expectations and strengthen our clients' positions in the market.



Promoting Sustainability

We are keen on integrating sustainability into all our solutions and strategies, ensuring a positive and lasting impact on both clients and society.



OUR SERVICES



We offer a comprehensive range of consulting services in the field of customer experience, including:



Customer Experience Strategy Consulting:

We assist organizations in developing and implementing comprehensive strategies aimed at improving the customer experience.



Customer Journey Development:

We design and develop customer journeys using creative and innovative tools to ensure an exceptional experience.



Building the Voice of the Customer (VOC) Framework:

We provide integrated solutions for collecting and analyzing customer data and using it to improve the services offered to them.



Providing Advanced Customer Experience Management Technologies:

We offer advanced technologies for managing the customer experience effectively and efficiently.



Training and Knowledge Transfer:

Drawing inspiration from renowned books such as Customer Experience: From Theory to Application and Strategic Planning and Measuring Impact in Customer Service and Contact Centers, we develop training materials to empower human capital in achieving excellence in customer service.





HOW DO WE BUILD CUSTOMER EXPERIENCE STRATEGIES?

To build a customer experience strategy derived from the organization's overarching strategy, we follow a systematic methodology through the following stages:

Stage 1: Current Situation Analysis



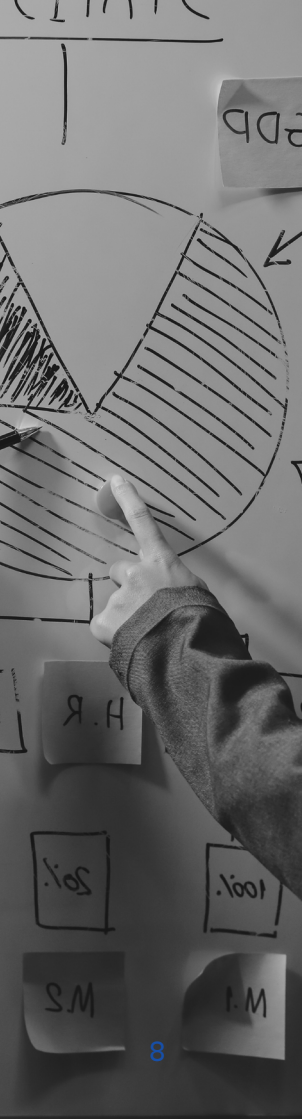
Data Collection

Analyze the current status through surveys, interviews, workshops, and tools designed to measure customer satisfaction and identify gaps.



Data Analysis

Use advanced analytics to study collected data and determine key strengths, weaknesses, opportunities, and challenges.



HOW DO WE BUILD CUSTOMER EXPERIENCE STRATEGIES?

Stage 2: Strategy Development



Defining Vision, Mission, and Values

Clearly outline the vision, mission, and values that align with the organization's goals.



Setting Strategic Objectives

Define specific, measurable objectives and align them with key performance indicators (KPIs) to track progress.



Preparing a Comprehensive Strategic Plan

Develop a detailed, actionable plan that includes initiatives, timelines, and assigned responsibilities.

HOW DO WE DESIGN AND DEVELOP CUSTOMER JOURNEYS?

01

Phase
Current Journey



Understanding Customers (Empathy)

Conduct research to understand customer needs, expectations, and behaviors.

Develop customer personas to represent key customer segments.



Mapping Customer Journeys

Identify customer touchpoints and needs throughout their journey.

Create journey maps to visualize the customer's experience and interactions.



Identifying Pain Points and Opportunities

Analyze current journeys to identify challenges and areas for improvement.

Develop strategies to address critical pain points.

HOW DO WE DESIGN AND DEVELOP CUSTOMER JOURNEYS?

02

Phase Future Journey



Generating Ideas and Prototyping Solutions

Brainstorm innovative ideas and create prototypes of potential solutions.

Test prototypes with customers to gather feedback.



Implementation and Monitoring

Implement solutions and monitor performance through customer feedback and KPIs to ensure continuous improvement.

HOW DO WE BUILD A COMPREHENSIVE VOICE OF THE CUSTOMER (VOC) FRAMEWORK?

To measure customer satisfaction effectively, we build a comprehensive VOC framework by following these steps:

First:

Defining the Objectives of the Voice of the Customer Program:



Defining Strategic Objectives

Identifying the goals the organization aims to achieve through the Voice of the Customer program, such as enhancing customer satisfaction, increasing loyalty, or improving products and services based on customer feedback.



Linking objectives to the overall strategy

Ensuring that the objectives align with the organization's overall strategy and contribute to its achievement.

HOW DO WE BUILD A COMPREHENSIVE VOICE OF THE CUSTOMER (VOC) FRAMEWORK?

Second:

Collecting Current Data from Multiple Sources



Surveys and Polls

Conducting periodic surveys to measure customer satisfaction at various touchpoints with the organization. These surveys can be quick pulse surveys or comprehensive ones like CSAT and NPS.



Complaints and Suggestions Analysis

Collecting and analyzing customer complaints and suggestions to understand the challenges they face.



Social Media Monitoring

Utilizing social media monitoring tools to track customer feedback about the organization online, whether positive or negative.



Interviews and Focus Groups

Conducting one-on-one interviews and focus group sessions with customers to gain deeper insights into their experiences and expectations.

HOW DO WE BUILD A COMPREHENSIVE VOICE OF THE CUSTOMER (VOC) FRAMEWORK?

Third:

Ensuring Comprehensive Coverage of All Touchpoints



Developing Appropriate Metrics

Creating relevant performance indicators for each touchpoint or service, such as satisfaction rate, response time, and conversion rate.



Choosing Listening Tools

Identifying and selecting the appropriate listening tools for each channel or journey, such as surveys, social media text analysis tools, or customer interviews.



Establishing a Methodology for Evaluating Touchpoints

Developing a methodology to assess the relative importance and impact of each touchpoint on the customer experience.



Touchpoint Mapping

Creating a comprehensive map of all touchpoints with customers across various channels, services, and journeys.

HOW DO WE BUILD A COMPREHENSIVE VOICE OF THE CUSTOMER (VOC) FRAMEWORK?

Fourth:

Analyzing Data and Extracting Insights



Using Advanced Analytics Tools

Applying predictive analytics and statistical models to gain deeper insights into customer behavior and future expectations.



Identifying Pain Points and Opportunities

Utilizing analysis to pinpoint customer pain points and uncover opportunities to enhance their experience.



Qualitative and Quantitative Analysis

Using qualitative analysis to interpret customer thoughts and emotions, and quantitative analysis to identify patterns and trends.

HOW DO WE BUILD A COMPREHENSIVE VOICE OF THE CUSTOMER (VOC) FRAMEWORK?

Fifth:

Implementation and Monitoring



Tracking Performance Indicators

Monitoring key performance indicators (KPIs) such as Customer Satisfaction Score (CSAT), Net Promoter Score (NPS), and complaint response time to assess the program's success.



Implementing Changes

Executing proposed improvements and monitoring their impact on customer satisfaction.



Developing Improvement Plans

Based on analysis results, creating action plans to enhance specific aspects of the customer experience.

HOW DO WE BUILD A COMPREHENSIVE VOICE OF THE CUSTOMER (VOC) FRAMEWORK?

Sixth:

Communication and Closing the Loop



Assessing Customer Satisfaction Post-Implementation

Conducting follow-up surveys after implementing improvements to ensure customer satisfaction has genuinely increased.



Customer Communication

Informing customers about the actions taken based on their feedback and demonstrating how their concerns have been addressed.

OUR PARTNERS

At «Right Decision» we take pride in our relationships and partnerships with leading companies to provide customer experience technologies, such as:



TRAINING PROGRAMS

We provide a variety of training programs tailored to different aspects of customer experience, including:

01

**Strategic Planning for
Customer Experience**

02

**Customer Experience
Management**

03

**Customer Journey
Design**

04

**Customer Experience
Fundamentals**

05

**Measuring Customer
Experience**

06

**Building a Customer-
Centric Culture**

07

**Improving Customer
Experience Performance**



TARGETED SECTORS

Our services cater to a wide range of sectors, including:



Public Sector:

Ministries, government agencies, and semi-government organizations.



Private Sector:

Telecommunications, retail, logistics, healthcare, and more.



Individuals:

We aim to develop the skills of professionals passionate about customer experience.

OUR CLIENTS





VISION FOR THE FUTURE AND CHALLENGES

We believe the future holds endless opportunities for innovation and development. We aim to continually provide advanced solutions to enhance customer experiences. Our goals include:

- Expanding internationally to serve new markets.**
- Establishing branches in Dubai, Amman, and Cairo.**
- Increasing our impact and elevating customer satisfaction globally.**

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