

Saudi Customer Experience Award 2025: Elevating Service Excellence and National Competitiveness

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RIYADH, SAUDI ARABIA, September 11, 2024 /EINPresswire.com/ -- The Saudi Customer Experience Award has emerged as a cornerstone initiative in the Kingdom's drive to elevate service standards and align with Vision 2030's ambitious goals. This prestigious program celebrates outstanding achievements in customer experience, fostering a culture of innovation that propels economic growth and enhances customer satisfaction across the nation.



The award recognizes exceptional accomplishments, promotes the exchange of knowledge and expertise in customer experience, and elevates the standard of customer service across all sectors within the Kingdom. It advocates for the adoption of global best practices, prioritizes investment in customer experience initiatives, and encourages communication and collaboration among leading institutions. In doing so, it boosts the international competitiveness of government agencies and organizations.

In its first edition, the award garnered significant attention, with 44 entities from public, private, non-profit sectors and individuals competing. It received 180 project submissions, and 32 winners were recognized during the Saudi Customer Experience Awards ceremony, which drew over 650 attendees and thousands of viewers via live broadcast.

Building on this success, the award is set to deliver an even more exceptional edition this year, further cementing the Kingdom's status as a regional and global leader in customer experience.

The rising number of participants highlights the growing interest among companies, institutions, and individuals in enhancing their customer experiences to compete for this important award.

With diverse categories covering various sectors and services, the award opens the door for a wider array of participants and winners, including government agencies, businesses, and organizations.

The Saudi Customer Experience Award is pivotal in bolstering the Saudi economy by showcasing the Kingdom's dedication to delivering top-notch customer experiences across diverse sectors. It encourages government agencies, companies, and institutions to innovate and enhance their services and products, ensuring exceptional experiences for their customers. Moreover, the award fosters job creation across various industries by promoting a "customer experience" culture and driving demand for related services.

The award is organized in partnership with the Saudi Customer Experience Association and in collaboration with Awards International. Entities can submit their nominations through the website (<https://saudicxa.com/home>), with the winners of the second edition set to be announced on November 13, 2024, in Riyadh.

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