



CASE STUDY

BUSINESS PROCESS OUTSOURCING

FIRST-CLASS
CX DOMAIN
EXPERTISE

How RAYA CX's CX and DX Strategy led to High Levels of Client and Customer Happiness.

ABOUT RAYA CX

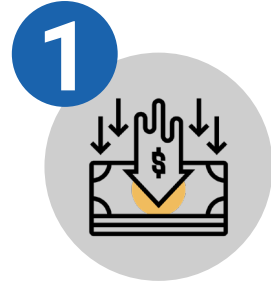
RAYA Customer Experience provides next-generation BPO and customer experience management on behalf of clients across various verticals. RAYA CX has been the most preferred partner of customer service, technical support, and global services for Fortune 1000 companies across North America, Europe, the Middle East, and Africa since 2001.

TURNAROUND STRATEGY STORY

The RAYA CX stakeholders and board members had set high expectations for the company in 2019, which prompted the appointment of a new CEO in mid-2020. Despite the challenges posed by COVID-19, the management team worked hard to overcome obstacles and transform the organization, establishing its competitive edge and positioning it as a global player. All functions and departments worked together to collaborate, innovate, and transform into a next-gen CX provider from C-level to operations, QA, governance, hosting, commercial, solutions, IT, marketing, and all others.

THE CHALLENGES

The challenges that faced RCX stemmed from the pandemic increasing customer demand and creating higher digital expectations from the clients and customers.



1
**LOW CSS SCORES
DUE TO PANDEMIC**



2
**LACK OF DIGITAL
INTEGRATION**



3
**NOT MEETING CUSTOMER
EXPECTATIONS**

THE GOALS AND OBJECTIVES

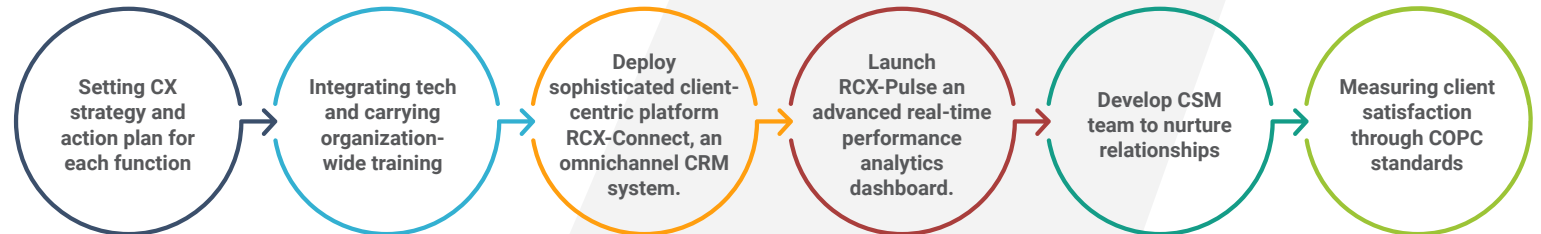
By setting a firm objective and SMART goals we could achieve our purpose.

And by creating the perfect balance between human talent and technology, through our transformation strategy, it was possible to get the scores we set out to achieve.

- Main goal was customer and client happiness
- Improving employee experience and internal processes
- Undergo digital and CX transformation
- Nurture client relationships and create stronger partnerships.

THE ACTION PLAN

A comprehensive action plan was put in place to achieve the goals and objectives set in place. Steps were taken to plan the initiative as follows:

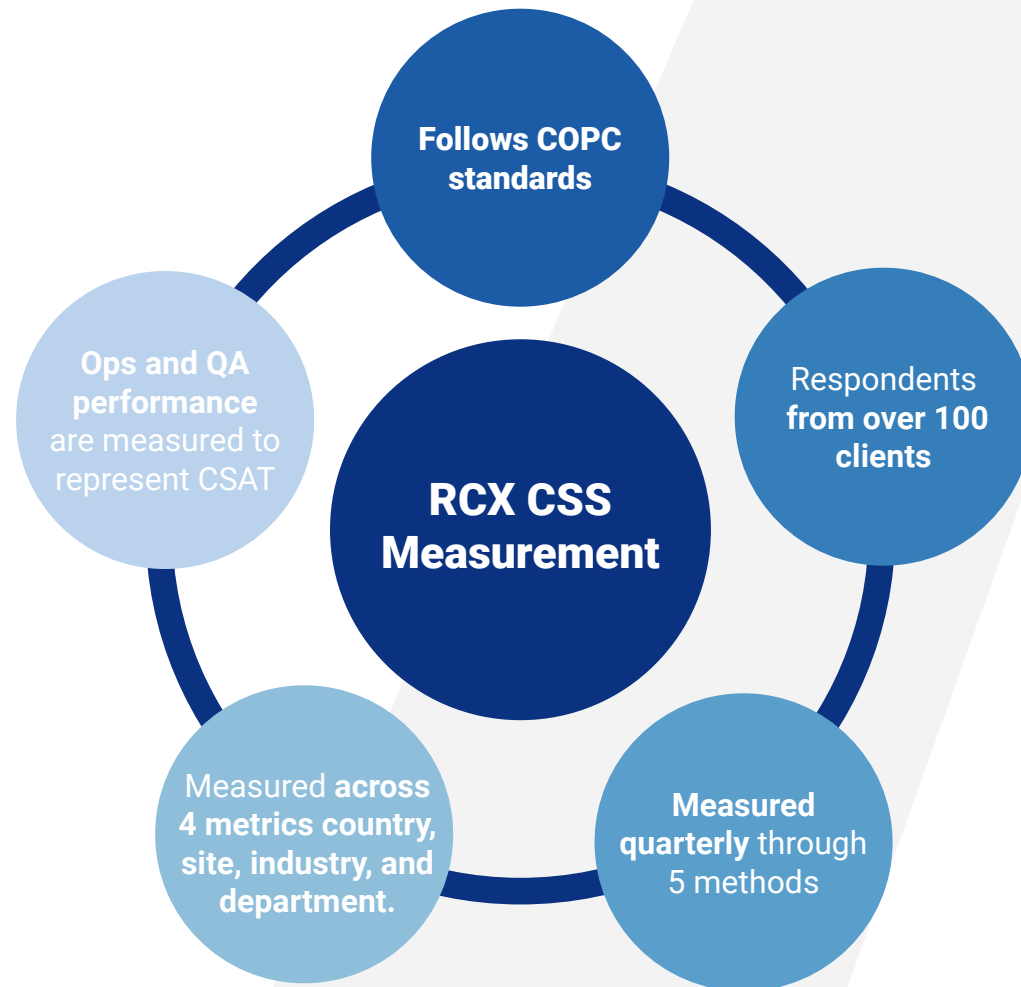


The plan took over 2 years to implement. Starting with a kickoff meeting to unveil the new direction to employees and the rebrand. Secondly, it took rounds of communication, meetings, and training to ensure the seamless integration of all departments.

HOW RCX MEASURES PERFORMANCE

RAYA CX follows global standards and utilizes over 5 different measurement methods to ensure accuracy.

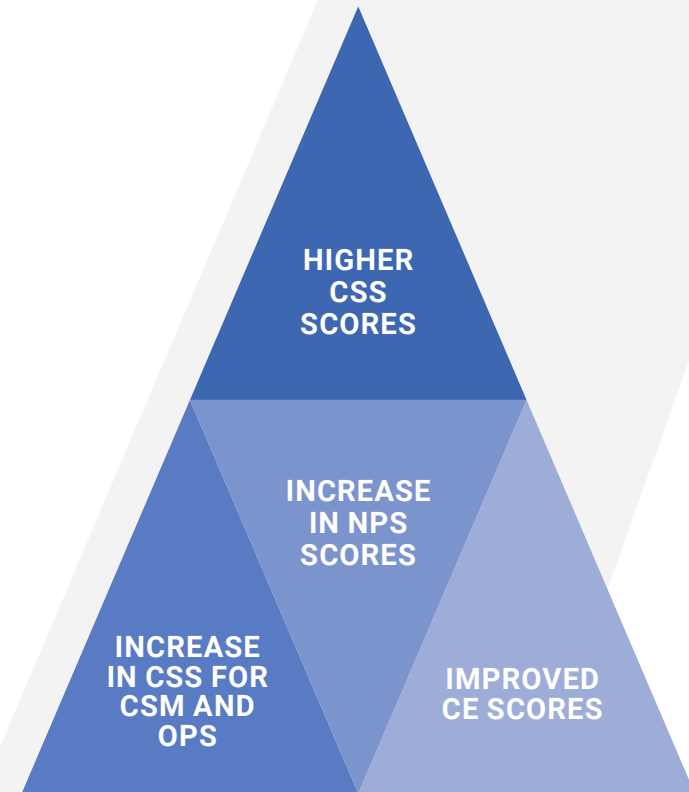
- RAYA CX follows COPC standards to measure its performance and ensure it's up to global standards.
- RCX measured the respondents from over 100 clients to measure CSS.
- Client satisfaction is measured quarterly through various methods, including top-to-bottom box scoring, NPS, CE scores, surveys, and in-depth interviews.
- The scoring system measures client satisfaction across countries, sites, industries, and individual departments to continuously enhance practices.
- Operations and quality assurance departments' performance are taken into consideration in the surveys for an accurate representation of customer happiness.



THE IMPACT

The success of the CX and digital transformation strategy has been clear through RCX's various scores for 2022.

- In 2022, RAYA CX's CSS scores maintained an average of 87%. Q3 2022 Client Success Score (CSS) of 87% organization-wide, which is up 16% from Q2 2019 just before RAYA CX embarked on its CX strategy and digital transformation journey.
- CSS in Q3 2022 across 6 sites which are DOC and mainland Dubai, Warsaw, Hurghada, and Cairo sites: October, Giza, and Maadi sites were at above 98%
- CSS in Q3 2022 across 8 sectors including government, FMCG, telecom, travel, hosting, education, pharma, and manufacturing was at above 90%.
- The highest CSS in Q3 2022 went to the client success management department with a 100%, and operations and QA with an above 90% score. Further proving customer satisfaction has been achieved.
- RAYA CX also achieved a great net promoter score of 44 for Q3 2022 which has increased from 29 in Q4 2020.
- CE scores in Q3 2022 were at 88% (4.35) which is leaning toward the positive end, and RCX has maintained an average of 86.6% for the past two years.



87%

WAS THE AVERAGE ORGANIZATION-WIDE 2022 CLIENT SUCCESS SCORE (CSS)

98% +

WAS THE CSS SCORE ACROSS 6 SITES IN UAE, EGYPT, AND POLAND

90% +

WAS THE CSS SCORE FOR THE OPERATIONS AND QA DEPARTMENTS

16%

INCREASE IN CSS SCORE FROM Q2 2019

100%

CLIENT SATISFACTION WITH THE CSM DEPARTMENT

88%

(4.35) WERE THE CE SCORES IN Q3 2022

90% +

WAS THE CSS SCORE ACROSS 8 MAIN SECTORS

44

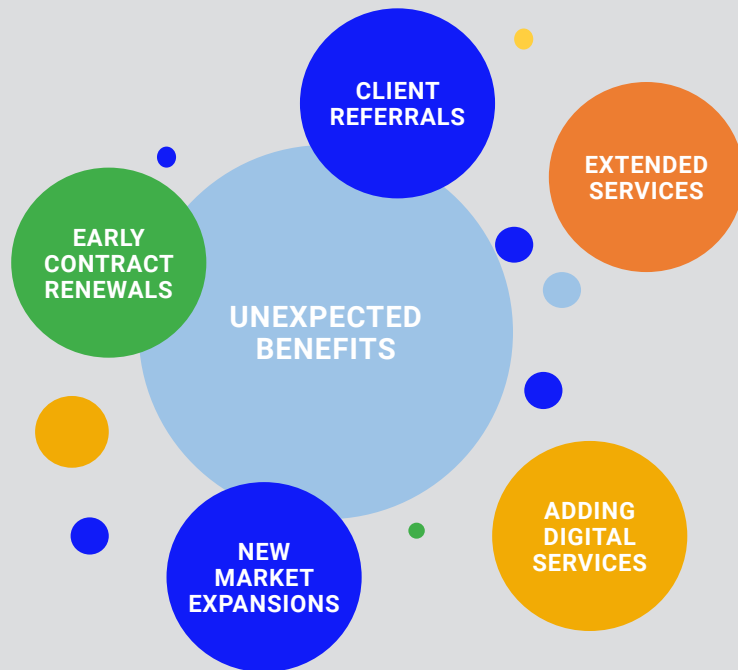
WAS THE NET PROMOTER SCORE FOR Q3 2022

86.6%

WAS THE AVERAGE CE SCORE FOR THE PAST TWO YEARS.

UNEXPECTED BENEFITS

The CX and DX transformation brought about several unforeseen benefits including existing clients requesting early contract renewals, extended services, adding digital services, different market expansions and client referrals.



RCX'S CLIENT AND CUSTOMER HAPPINESS REALIZATION

All the positive results prove client and customer satisfaction and happiness.

RAYA CX's continued excellence on various fronts and striving for global positioning is giving it an advantage.

The unforeseen benefits include client referrals and existing clients requesting service and different market expansions.

RAYA CX will continue to measure and improve its CSS scores while nurturing client relationships to ensure their happiness and the customers.