

FROST & SULLIVAN



2022 COMPANY OF THE YEAR

*SAUDI ARABIAN
CONTACT CENTER
SERVICES INDUSTRY*

Congratulations!

Frost & Sullivan is proud to present ccc by stc with this year's Best Practices Company of the Year Award in the Saudi Arabia contact center services industry.

Frost & Sullivan's global team of Growth Pipeline experts continually identifies and evaluates growth opportunities across multiple industries, technologies, and regions of the world. As part of this ongoing effort, we identify companies that consistently develop growth strategies based on a visionary understanding of the future and effectively address new challenges and opportunities. This approach involves the deployment of best practices and strategic analytics across a value chain. Against this backdrop, Frost & Sullivan recognizes ccc for its valuable achievement.

Frost & Sullivan reserves this recognition for companies at the forefront of innovation and growth in their respective industries. These companies consolidate their leadership positions by innovating and creating new products, solutions, and services that meet ever-evolving customer needs. By strategically broadening their product portfolios, leading companies advance the overall market. Driving innovation and growth is a difficult task made even harder by the strategic imperatives forcing change today, such as disruptive technologies, value chain compression, industry convergence, and new business models. In this context, ccc's recognition signifies an even greater accomplishment.

Moreover, this recognition is the result of many individuals (employees, customers, partners, and investors) making critical decisions every day to support the organization and contribute to its future. Frost & Sullivan enthusiastically acknowledges and celebrates their contributions.

Once again, congratulations on your accomplishments. We wish you great success!

Sincerely,



Darrell Huntsman
Chief Executive Officer
Frost & Sullivan

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. ccc by stc excels in many of the criteria in the contact center services space.

AWARD CRITERIA	
<i>Visionary Innovation & Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

Addressing Unmet Needs

ccc is the leading business process outsourcing (BPO) company in Saudi Arabia, with its headquarters in Riyadh and two contact centers in Jeddah and Madinah. ccc serves the needs of different clients across multiple industries (such as government, retail, telecommunications, sports, and transportations),

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**– Anas Haj Kasem,
Associate Director**

different geographical areas and 7 languages, persistently delivering exceptional customer experiences and high-performance results for clients. The BPO industry has been evolving rapidly. ccc meets this industry's unmet needs by building unique and innovative foundational digital capabilities that achieve operational efficiency and diversify its offerings. It has thus consolidated its position as a leader in the

BPO and customer experience segment in Saudi Arabia and the other Middle East markets. ccc adopts a customer service approach that encompasses the entire customer journey, beyond making contact at a few touchpoints. ccc classifies each call into an appropriate category, using analytical tools to determine customer behavior. Advanced data analytics and business intelligence software provide the client with a 360-degree view over the entire end-to-end customer journey. The company leverages its technological

know-how to view service interactions through several lenses to offer more individualized and pleasing outcomes for customers.

Financial Performance

ccc has expanded its portfolio by adding HRO, Contact Center Consulting , F&A back office and aims to capture its market share on new service lines by 2025. ccc offers a broader spectrum of unified solutions and services to further expand its BPO umbrella and differentiate itself from competitors. Its offerings include 1) business process consulting, which comprises contact center maturity assessment, technology consulting, and contact center optimization; 2) business process management, which comprises quality-as-a-service, knowledge services, smart & dynamic resource management, and analytics & reporting; and 3) HR outsourcing services, which comprises HR helpdesk & analytics, payroll & talent administration, talent augmentation services, and recruitment services. With the success of the expansion of its quality services, ccc's revenue has increased by 20% in 2021 over 2020. The company even opened its third center in Al Madinah as part of its local geographical expansion effort.

Visionary Scenarios through Mega Trends

The business landscape is constantly changing, putting more pressure on organizations to redefine their customer experience capabilities. BPOs like ccc must be prepared for significant technological changes. Companies embarking on digital transformations have led to the development of a wide range of emerging technologies, from interactive voice responses to chatbots. Cloud-based technology, big data, business analytics, and social media are changing operation models. As such, tailored and customized solutions are the key to providing clients with the best strategies for growth. But technology must offer seamless support to daily operations for garnering the best results. ccc has responded to this scenario by making ongoing investments in technology, especially in robotic process automation (RPA), which has made it the leading service provider in the region. The research and development (R&D) it has conducted in speech analytics has enabled ccc to convert conversations into text and analyze patterns and trends from incoming and outgoing calls. ccc's visionary efforts, in-depth domain knowledge, know-how in BPO, and customization-driven digital strategy, have helped many clients improve end-user engagement across all channels. Frost & Sullivan recognizes that this is the key to the industry's growth.

Implementation of Best Practices

ccc implements technologies specifically designed to enable customer management companies (CMCs) to improve customers experience and acquire new customer bases to become more competitive. ccc uses emerging technologies such as analytics tools, speech analytics, workforce optimization (WFO), chatbots, and RPA. It implements industry best practices across its entire organization, conducts reviews of its operations, and sets itself some lofty targets. It has deployed Customer Operations Performance Centre (COPC) structured standard operating procedures (SOPs) in all departments, measuring and sustaining improvements across the board. It has also been conducting internal stress test audits and implementing corrective action on deficiencies. All of this enabled it to get the COPC certification by early 2021 to become the first certified COPC BPO service provider in Saudi Arabia.

Leadership Focus

ccc has successfully broken away from the image of being just a legacy call center to be recognized as a leader in BPO and customer experience in the region by expanding its services portfolio in Madinah. CCC's management and leadership have formulated a transformation roadmap that has helped the company achieve operational excellence and competitive differentiation, and offer innovative solutions. ccc continues to brand itself as a trusted partner that enables its clients to strategically grow by providing unparalleled services that are efficient, digitally resilient, and compliant with international standards, all while contributing to the realization of Saudi Arabia's Vision 2030 plan and supporting the digital transformation efforts. Besides looking outward for its clients, ccc also aims to be the employer of choice. It is the number one employer in the industry for Saudi nationals, known for being inclusive of women (with about 1,800 women employees), and differentiated from peers by a culture of enablement, characterized by some unmatched development programs for employees.

Customer Service Experience

ccc expertly handles customer interactions for major clients, including the Ministry of Housing, the Ministry of Defense, the Ministry of Tourism, the Saudi Post, and ZARA. For these clients, the customer service experience that ccc ensures is a significant competitive advantage. The company has created a

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training module based on a “train to succeed” mantra, whereby employees are trained to achieve the goals and values of both ccc and its clients. ccc has been operating in Saudi Arabia for over 10 years and has gained an extensive understanding of the market environment, including the best practices required to offer a superior customer service experience. One of the company's most critical success factors is its commitment to employ the best talent in the country and maintain a workforce aligned with the local culture and environment. ccc's employees fully understand the particular needs and challenges of the local community

and accordingly are able to provide the best-fit solutions for its customers. ccc measures, monitors, and analyzes the quality of all communication, which helps it deliver exceptional customer service.

Conclusion

ccc is not just a legacy call center but also one of the largest BPO service providers in Saudi Arabia, with a wide range of customer management services and business process outsourcing services for leading government and private organizations. ccc has adapted very quickly to the new environment, implementing cutting-edge technologies to drive digital transformation that ensures the best customer experience and opens up new business horizons. Frost & Sullivan recognizes that ccc will continue its journey of tremendous regional geographical expansion and talent and workforce advancement while offering best-of-class industry-customized services to its clients. With its strong overall performance, ccc earns Frost & Sullivan's 2022 Saudi Arabian Company of the Year Award in the contact center services industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

Visionary Scenarios Through Mega Trends:

Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

