sIGHT for **GROWTH**

- a monthly series

APRIL| 2024

In recent years, the Middle East has undergone significant transformation across various sectors, with particular emphasis on the burgeoning importance of Customer Experience (CX).

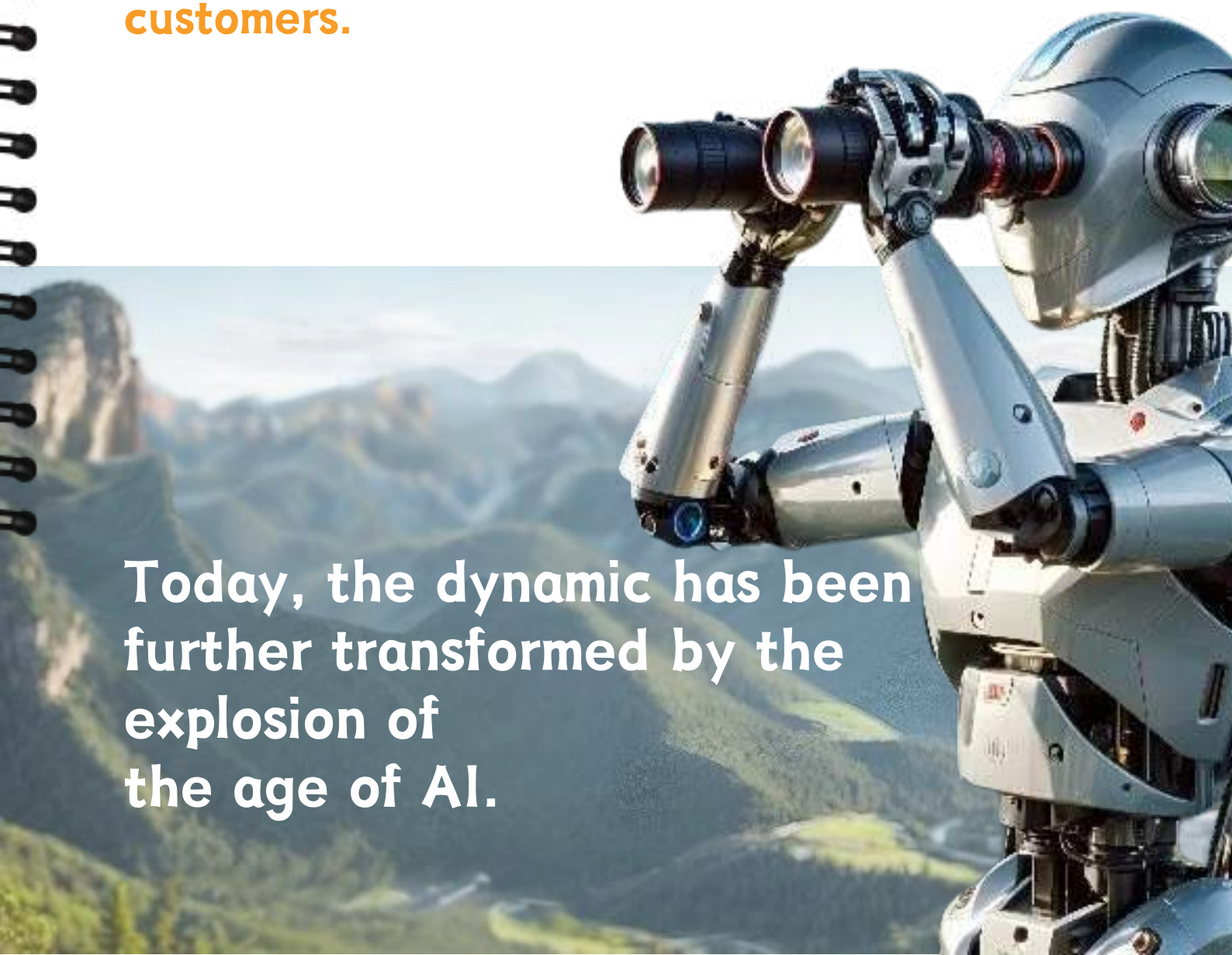
In a dynamic and fiercely competitive market where consumers are inundated with choices, crafting exceptional customer experiences is imperative for brands.

As digital transformation continues to reshape consumer behaviors and expectations, brands must prioritize delivering seamless, personalized, and memorable experiences to not only retain customers but also outpace competition.

The relationship between consumers and brands has always been a complex one, evolving considerably in the past few decades.

In a region that boasts cultural diversity, with unique consumer preferences and expectations, the challenge is to embrace this diversity to gain competitive edge.

By tailoring their offerings, content, and marketing strategies to local preferences, businesses can forge deeper connections with customers.



Today, the dynamic has been further transformed by the explosion of the age of AI.

Let's start with an overview of how the landscape of CX has evolved:

1980's
CONSUMPTION ECONOMY

Economic prosperity fueled emergence of a deeply consumerist society. With increased advertising budgets spending surged, giving rise to an era of consumption-driven economy.

1990's
AFFINITY ECONOMY

The 1990s witnessed the dominance of lifestyle marketing. In this pursuit, brands pivoted from blanket advertising to aligning products with customer attitudes, lifestyles, and personas.

2000's
ACCESSIBILITY ECONOMY

The onset of the dot-com boom propelled brands into digital realms for the first time. This direct-to-consumer paradigm empowered consumers to effortlessly explore products, access information, and engage in customer service interactions.

2010's
DATA ECONOMY

As ecommerce brands embraced digital transformation, "Data is the new oil," served as a resource to fuel targeted marketing efforts, personalized messaging and experiences.

Brands came to recognize that the most impactful use of this data was not in acquiring new customers, but in enriching the experiences of existing ones to unlock greater value.

2020's
LOYALTY ECONOMY

Brands started prioritizing enduring connections to drive revenue growth. Leveraging tools like AI, brands can now harness data and insights to deliver hyper-personalized experiences that foster customer loyalty and maximize ROI on a large scale.

CX IN THE AGE OF AI

As loyalty emerges as the paramount currency for ecommerce brands, AI is revolutionizing the creation of loyalty-driven experiences in innovative ways...

So, what do these changes mean to consumers?

How is it impacting and influencing the choices they make?

How can companies stay relevant in this new context?

Key Trends reshaping Customer experience in the Middle East

TREND 1

THE POWER OF PERSONALIZATION

TREND 2

TRUST THROUGH TRANSPERANCY

TREND 3

ADABTABILITY, THE SECRET TO SURVIVAL

TREND 4

LOCALIZED CONTENT FOR STRONGER CONNECT

TREND 5

SEAMLESS EXPERIENCE VIA OMNICHANNEL APPROACH

TREND 6

CONSTANT INNOVATION TO MATCH EVOLVING EXPECTATIONS

TREND 7

CUSTOMIZED LOYALTY PROGRAMS NURTURE RELATIONSHIPS

TREND 8

COMMUNITY ENGAGEMENT CREATES THE RIPPLE EFFECT

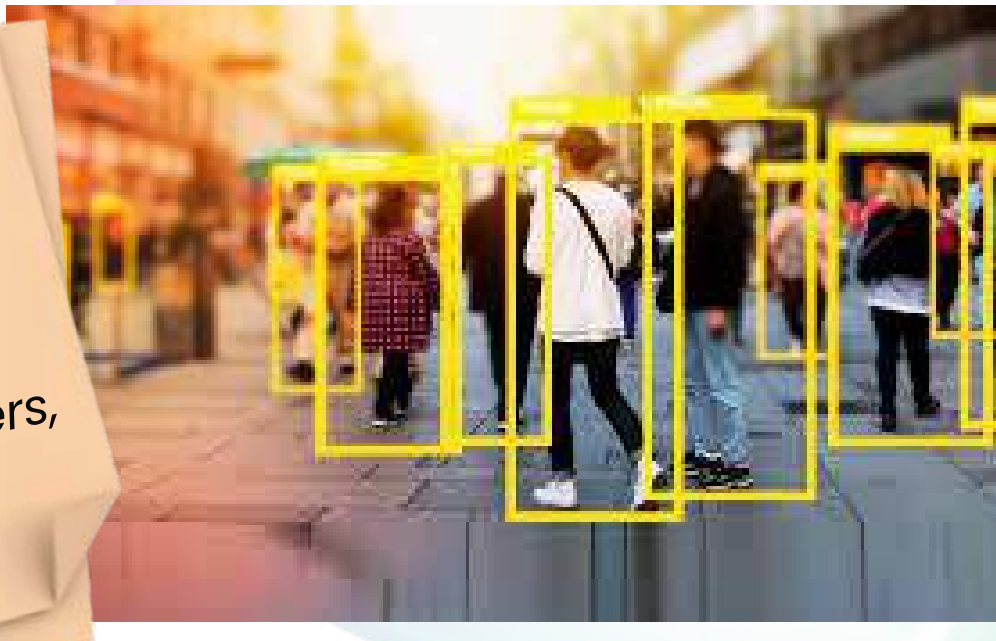
TREND 1

THE POWER OF HYPER-PERSONALIZATION

Hyper-Personalization, is no longer a luxury but a necessity in highly competitive markets..

Personalized experiences go beyond mere transactions; they facilitate a profound emotional connection between customers and brands.

91% of consumers are more likely to shop with brands that remember them and send them relevant offers, according to Accenture.



If there's one company that has revolutionized the customer experience, it's Netflix.

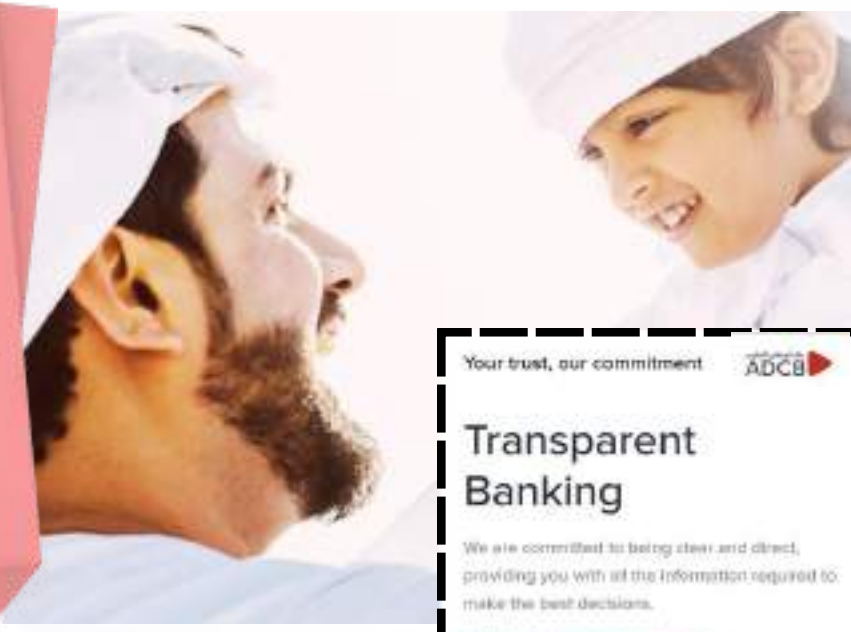
NETFLIX: GIVING EVERY USER A PERSONAL CINEMA
Thanks to detailed customer data and intelligent algorithms, Netflix is able to deliver specific images to specific audience members.

TREND 2

Trust through Transparency

Brands in the region should prioritize delivering brand experiences that not only foster consumer loyalty and advocacy but also cultivate trust and affinity.

According to Edelman Middle EastTrust Barometer, "Information quality is the most powerful trust builder across businesses and media with 45% of respondents tend to distrust until they see evidence of something trustworthy."



> *David Dorf, VP product strategy, in Infor for states, "Amazon does a couple of other noteworthy differentiators. Having lots of reviews is important, so amazon encourages shoppers to review items, create lists, upload photos, etc. All that user-generated content attracts other users."*

Amazon Middle East (formerly Souq.com) prioritizes trust and reliability in e-commerce, providing a seamless shopping experience with secure payments, fast delivery, and responsive customer service. Tailoring to local preferences has made it a leading online shopping destination in the Middle East.

AIRBNB: has built trust with its users by offering transparent reviews, clear pricing, and robust customer support. They also provide detailed information about hosts and properties, helping guests feel more confident about their bookings.

TREND 3

Adaptability, the secret to survival

Customer service is a dynamic field that constantly evolves with changing customer expectations and technological advancements. Customer service professionals need to embrace change, take on new challenges, and adjust to changes in the work environment.

"Changing in unpredictable times is the only way to thrive. The companies that will survive and always lead the way are those that are responsive to change". (Nbusiness)

Salt, a culinary venture created by Emirati Amal Al Marri and Saudi Arabian Deem Al Bassam, showcases adaptability as a UAE success story. In a market where UAE customers constantly seek novelty, these entrepreneurs have remained current and fashionable by running inventive marketing drives, setting up innovative pop-up spots, and introducing fresh menu options. Originating from a food truck on Dubai's Kite Beach in 2014, the concept has evolved to encompass restaurants in various locations across the UAE and Saudi Arabia.

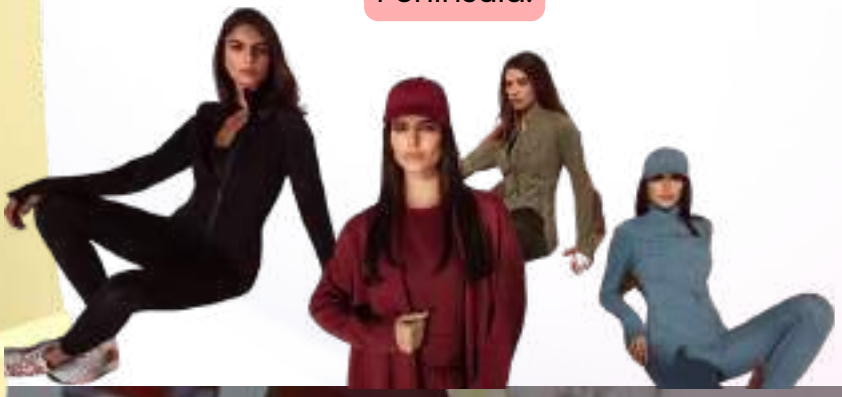
TREND 4

Localized content for stronger connect

In Customer Service it is imperative to consider cultural sensibilities, language nuances, and other pertinent factors specific to the targeted audiences. Localization isn't just about translation; it's about deeply understanding the audience and effectively communicating in their language and cultural context. This ensures relevance and also fosters genuine connections with the audience

According to CSA Research, 65% of consumers want to read content in their language. As a result, sticking to English-only marketing content leaves large portions of your markets virtually untapped.

Kayanee is a Saudi Arabian retail brand emphasizing fitness, health, and wellbeing. Their Riyadh store combines shopping with a health cafe and fitness area. The Saudi-designed clothing caters to local needs. They offer free and paid classes, including Kayanee Dance Fitness, blending Middle Eastern dance styles with exclusive music tracks featuring artists from the Arabian Peninsula.



صندوق الاستثمارات العامة 1971 Public Investment Fund

kayanee

TREND 5

SEAMLESS EXPERIENCE VIA OMNICHANNEL APPROACH

Omnichannel marketing ensures a consistent, seamless experience for customers, whether they're shopping online, visiting a physical store, or interacting through social media. This uniformity enhances brand trust and loyalty.

Companies with strong omnichannel customer engagement strategies retain an average of 89% of their customers, compared to 33% for companies with weak omnichannel strategies (Source: Aberdeen Group).

Sephora: The Makeup Master is a Master of Marketing

Sephora makes many of the lists of best omnichannel marketing retailers because they blend the online and in-store experiences so well. Offering this experience to their customers helped this #1 beauty retailer to gain an approx. 100% increase in mobile orders.

TREND 6

CONSTANT INNOVATION TO MATCH EVOLVING EXPECTATIONS

Rapid digitization and changing customer demands are creating an industrial revolution in services. Companies are reinventing business models that improve productivity and customer experience.

Innovate the Experience & NOT just the Product. Your brand is the sum of thousands of impacts and experiences that make or miss a consumer connection. (OLiverWyman)

Nahdi CEO Yasser Joharji, said: "We are proud of winning this award. This achievement will motivate us to accelerate transition to future, which is what we actually seek in order to meet customer needs based on a modern concept that makes use of up-to-date technologies. We want to make these families happy by introducing new methods that facilitate and enrich their shopping experience."

NAHDI's new pharmacy at the Red Sea Mall was built to create an integrated internal tour experience appealing to all senses, whether in terms of the general design, technology, material, or shelves.

TREND 7

CUSTOMIZED LOYALTY PROGRAMS NURTURE RELATIONSHIPS

Rewards can and do build customers' loyalty, and most companies now appreciate how valuable that loyalty can be.

As, documented in HBR's "Quality Comes to Services", a company's most loyal customers are also its most profitable. With each additional year of a relationship, customers become less costly to serve. Over time, as the loyalty life cycle plays out, loyal customers even become business builders: buying more, paying premium prices, and bringing in new customers through referrals.

Emirates Skywards is a multi-tiered program that offers various exciting point-earning and redemption opportunities. Loyalty partnerships with luxury hotels, rental companies, and retail brands enable the brand to lure customers and keep high engagement rates.

Flexibility and freedom to earn and use loyalty points ('Miles' in this case) enhance the customer experience and encourage them to earn more points.

TREND 8

COMMUNITY ENGAGEMENT CREATES THE RIPPLE EFFECT

Community values and social responsibility hold huge significance in the Middle East, where brands that actively engage with local communities and support social causes are highly esteemed by consumers.

Positive interactions and engagements within the community can generate buzz and positive publicity.

Overall, community engagement in customer service is about creating a supportive, collaborative, and interactive environment where customers feel valued, heard, and empowered. By actively engaging with their community, businesses can strengthen customer relationships, drive brand advocacy, and enhance the overall customer experience.

VISA: Customizing to boost user engagement
As a large brand that works with more than 16,000 financial institutions and major partners, Visa needed a way for external developers to connect more easily with their engineers to foster the exchange of ideas and information. So, they partnered with Khoros to build a brand community: the Visa Developer Platform.

Mind-the-Gap

Here is a snapshot of the generational mindsets to help better connect with them...

BABY BOOMERS
(1946 - 1964)

This group, are the early technology adopters, optimistic and straightforward. Boomers are highly networked customers, and they would like to take an opportunity to interact with other customers sharing their experiences and spreading the word. If a Boomer customer has a problem, value their time, be solution-oriented, and be ready to give them all the information they need to make an informed decision.

They are largely computer literate, value choice and independence. Being skeptical and self-reliant, they tend to do their own research online before ordering. Gen Xers value streamlined processes and systems, and prefer informal, casual, high-tech communication. They need wide range of support channels and plenty of time to ask questions and gather information they need. They expect the service to be fast and efficient,

GEN X
(1965 - 1980)

GEN Y
(1981 - 1996)

This group grew up with the Internet as their medium for learning, entertaining and communicating. They expect your support reps to be as technically savvy as they are, keeping things fast and fun. They can be impatient and need information quickly, and often want the ability to pick and choose what they want.
They expect you to serve them where they are, when they want, customizing your approach to what is relevant to them.

Gen Z's expectations for customer service are shaped by their desire for speed, convenience, and personalization. They view purchasing as an expression and extension of their identity. Ethical concerns are the highest priority when deciding which business they patronize and they value a customer experience that is digital-first, responsive, empowering, and transparent.

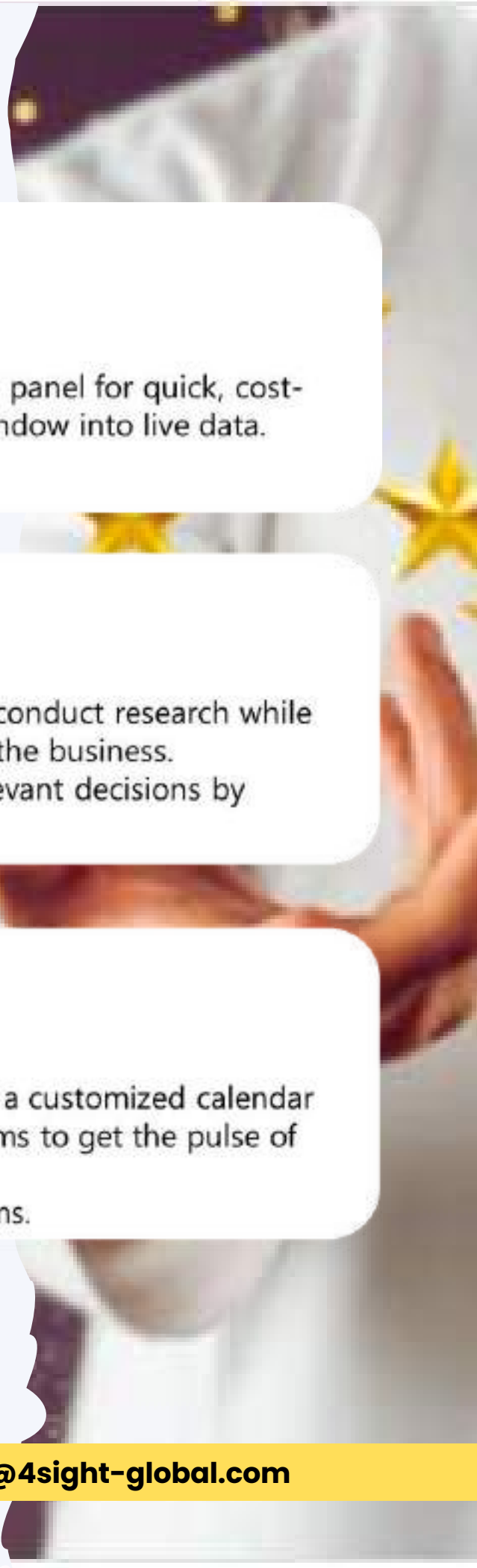
GEN Z
(1997 - 2012)

GEN ALPHA
(2012 onwards)

Gen A will bring a unique perspective to their new role as active consumers. Conversational engagement, Hyper-personalization, Seamless journeys, Gamification and Social responsibility are some of the expectations from this generation. They have high expectations from the brands they interact with, so businesses must focus on creating a customer experience that meets their specific needs.

OUR

4SiGHT Live Suite



SiGHT Live

PANEL UAE | KSA

Our pre-recruited ahead-of-the-curve panel for quick, cost-efficient research needs, offering a window into live data.

SiGHT Live

COMMUNITIES

Designed to build an agile system to conduct research while keeping the customer at the heart of the business.
Enables clients to make consumer relevant decisions by testing on the go.

SiGHT Live

CONSUMER CONNECTS

4SiGHT's solution to curate and build a customized calendar of immersive interviews for client teams to get the pulse of the consumer.
Available as ad-hoc & annual programs.

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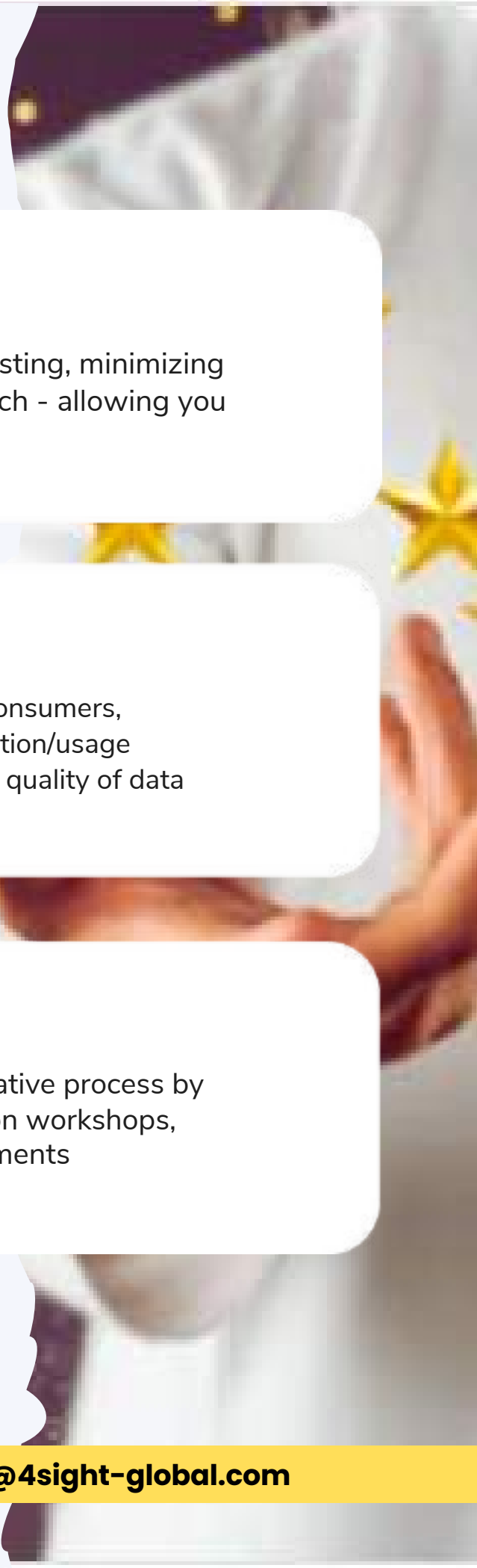
Research Tools



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Enables swift and efficient innovation testing, minimizing the risks linked to a comprehensive launch - allowing you explore, experiment, and fail cheap.

AASMA | CHATBOT

Facilitates interactive conversations with consumers, streamlining the process of filling consumption/usage diaries. Leading to improved efficiency and quality of data collection.

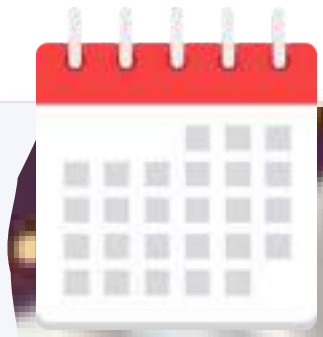
SPRINT+

Provides an innovative boost to your iterative process by making it more AGILE through co-creation workshops, giving wings to potential ideas/improvements

For more information, contact **info@4sight-global.com**

OUR

Calendar



JANUARY 2024

TRENDS SHAPING OUR REGION

https://4sightglobal.com/wp-content/uploads/2024/02/4SiGHT-for-Growth-Trends-shaping-our-region-Jan-24.pdf

FEBRUARY 2024

RAMADAN IN THE POST PANDEMIC ERA

https://4sightglobal.com/wp-content/uploads/2024/03/4SiGHT-for-Growth-Ramadan-in-post-pandemic-era-Feb-24.pdf

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APRIL 2024

CUSTOMER EXPERIENCE

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