



— CX · UX · DIGITAL TRANSFORMATION

Company *Profile.*

CXPERTZ partners with governments and enterprises to improve customer experience, UX, Voice of Customer, service performance, complaints, and contact centers — through consulting, training, and AI-powered platforms that turn experience into measurable results.

Strategy-led

AI-powered

Enterprise-grade

Government & Enterprise

— ABOUT CXPERTZ

Bridging strategy, design, technology & *operations*.

Founded in 2019, CXPERTZ was created to raise customer-experience awareness, maturity, and capability across the region — and to give organizations a partner that turns experience ambition into operating reality.

We combine consulting depth, digital-transformation delivery, human-centered design, and AI-driven solutions in one practice. That blend lets us move from strategy to capability to platforms without handoffs — helping governments and enterprises design better services, understand their customers, and build experiences that improve over time.

2019

FOUNDED

6

MARKETS SERVED

Gov + Enterprise

PRIMARY FOCUS

End-to-end

STRATEGY TO PLATFORMS



Our mission

To elevate the maturity and quality of customer experience in the region by combining strategy, capability building, and technology — and to make experience improvement measurable and sustainable.



Our approach

One accountable team across the full value chain. We design the strategy, build the internal capability, and deliver the platforms that keep experience improving long after a project ends.

— WHAT WE DO

Three ways we *create value*.

From strategy to capability to platforms, CXPERTZ covers the full experience value chain — under one accountable team.



Advisory & Strategy

CX and digital strategy, operating models, governance, journey and service design, and VOC programs.

A clear, governed roadmap leaders can fund and measure.



Training & Capability

Role-based CX, UX, service design, complaint handling, and contact-center programs for every level.

Internal capability that sustains change after we leave.



Digital CX & UX Solutions

AI-powered platforms configured to your operating model and integrated with your data stack.

Live visibility and decisions, not one-off reports.

— THE DISCIPLINES BEHIND THE PILLARS

Eight disciplines, *one practice.*

01 Digital Experience Strategy

Vision, operating model, roadmap, priorities.

03 UX & Service Design

Journeys, blueprints, prototypes, design systems.

05 Digital Solutions Development

Platforms, portals, dashboards, workflow solutions.

07 Experience Analytics & Dashboards

Service, complaints, VOC and journey performance.

02 Customer Experience Consulting

Strategy, governance, service standards, improvement.

04 Voice of Customer Intelligence

Capture, analyze, prioritize feedback across channels.

06 Contact Center Transformation

Operations, channels, automation, quality, performance.

08 Training & Capability Building

Role-based CX/UX programs across the organization.

— OUR PLATFORMS

Digital solutions that turn experience into *performance*.

PLATFORM · 01

Customer Journey Management

Map, govern, and improve every enterprise journey from one source of truth.

PLATFORM · 02

VOC Intelligence Dashboard

Surveys, social, complaints, and operational signals in one analytical layer.

PLATFORM · 03

AI Quality Assurance System

100% interaction coverage with calibrated AI scoring and audit trails.

PLATFORM · 04

Complaint Management Optimization

Root-cause analytics, governance workflows, and SLA orchestration.

PLATFORM · 05

Service Performance Command Center

Live operational visibility across channels, teams, and service levels.

PLATFORM · 06

CX & UX Digital Maturity Assessment

Scoring, gap analysis, benchmarking, and a development roadmap.

PLATFORM · 07

Experience Governance Hub

Standards, ownership, and versioned decisions that keep CX accountable.

PLATFORM · 08

Executive CX Dashboard

Board-ready view connecting experience signals to business outcomes.

— HOW WE WORK

A method built for *delivery.*

- 01 Assess** Baseline experience maturity, journeys, data, and capability gaps against clear standards.
- 02 Design** Define the strategy, operating model, governance, and the priority journeys to fix first.
- 03 Build** Deliver the platforms and capability — configured to your model and integrated with your stack.
- 04 Operate & Improve** Hand over live dashboards and governance so experience keeps improving, measurably, over time.

— INDUSTRIES WE SERVE

- Government & Public Sector
- Banking & Finance
- Telecom
- Healthcare
- Retail & Services
- Utilities

PROOF OF IMPACT

Results that *leaders can defend.*

Selected outcomes from government and enterprise engagements across the region. Some client names are withheld under NDA.

+38pts

CX maturity gain over a transformation program

100%

interaction quality coverage vs. legacy sampling

-42%

repeat complaints after service-recovery redesign

5

journey types governed in a national VOC program

GOVERNMENT · VOC

National VOC program

Enterprise VOC and journey-management capability for a government entity across five journey types.

Feedback converted into tracked decisions.

ENTERPRISE · QUALITY

AI-assisted QA

Replaced low-coverage manual QA with AI-assisted evaluation across every interaction, calibrated to auditors.

Full coverage, fairer coaching.

CONFIDENTIAL · NDA

Contact-center transformation

Redesigned channels, complaint handling, and performance management with executive dashboards.

Measurable drop in repeat complaints.

Note: select client identities are confidential under NDA. References can be shared on request during a consultation.

— GET IN TOUCH

Let's build better digital experiences *together.*

Whether you need CX consulting, training, journey design, service-quality improvement, or digital experience solutions, CXPERTZ is ready to help you move from ideas to measurable impact.

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COVERAGE

KSA · UAE · Egypt · Jordan · USA · France

Customer experience, engineered for *impact.*

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