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27001:2022

# Company Profile

Moasherat Business Services Company

## Moasherat

Where the experience begins

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Every exceptional journey begins with a moment of attention and every attention needs a guiding compass.

Here, Moasherat was born... [where the experience begins.](#)

We redefine the customer experience to become a benchmark for excellence and sustainability. Our indicators are built on the foundations of analysis and innovation, opening new horizons for entities aspiring to elevate their services.

At Moasherat, we don't just measure experiences, we transform them into a roadmap that guides performance, inspires change and contributes to building a future that speaks the language of the customer and celebrates their expectations.

## About Us

A leading Saudi consulting company specialized in customer experience development, measurement and enhancement consulting. We strive to be the national reference in measuring and improving customer experience. We believe that the customer is the driver of success and knowledge is its key. With a team of experienced national experts, we apply local and global methodologies and develop innovative technological solutions to achieve excellence.



## Our Vision

To be the leading national reference in measuring customer experience, through specialized expertise and advanced technological and research tools that provide accurate indicators and analyses to support decision-makers.

## Our Mission

We aim to innovate specialized consulting and research solutions in the field of customer experience for both the public and private sectors, enhancing the foundations of success, achieving goals and ensuring sustainable development through technological tools and global and local methodologies.

## Our Values



### Reliability

We constantly strive to achieve the best results, even under the most challenging circumstances.



### Professionalism

We take pride in being the best at what we do.



### Ambition

We aspire to innovate and continuously enhance our capabilities.



### Determination

We work with a passionate spirit to earn our clients' satisfaction and help them reach new heights.

# Why Choose Us

## Business Sector Development

We innovate plans and solutions to develop businesses and enhance their efficiency.

## Enhancing Work and Services Quality

We measure and improve the quality of facilities and their services according to international standards.

## Enriching Studies and Research

We strengthen your competitive advantages through the latest studies and high-quality research.

## Improving Service Beneficiaries' Satisfaction

We support you in elevating the satisfaction of your service beneficiaries through advanced methodologies.

# Moasherat in Numbers

**+ 850 K**

Their satisfaction was measured through the field satisfaction measurement tool across five different projects, covering strategic sectors such as Hajj and Umrah, tourism, healthcare, telecommunications and others.

**+ 200**

Measured using various methodologies such as Customer Satisfaction (CSAT), Performance Evaluation and Customer Effort Score (CES) with both quantitative and qualitative measurement tools.

**+ 1000**

Developed by Moasherat consultants to evaluate the performance of more than 400 companies.

**4**

Customer experience management platforms were developed and customized based on customer needs, to collect, analyze, visualize and present data through various methods.

**+ 122**

Real-time interactive dashboards that provide a comprehensive display of key indicators, supporting executive monitoring and decision-making.

**+ 800**

Covered within a reporting area that was designed and developed in the field of customer experience, reflecting valuable quantitative and qualitative data and contributing to improved decision-making processes.

**+ 500**

Entities whose services were evaluated and whose beneficiaries' satisfaction was measured across different touchpoints using international methodologies.

**+ 400**

A human workforce with extensive experience and operational knowledge in the customer experience sector.

**+ 30 K**

Conducted by a trained and equipped team to receive and assess services, identify challenges and present actionable recommendations.



# Moasherat Services

## Customer Experience



### Performance Measurement

Monitoring and tracking the efficiency and quality of service delivery and operations, both internally and externally, through monitoring and evaluation tools.



### Customer Voice Measurement

A comprehensive system for collecting and analyzing customer feedback from various channels (surveys, interviews, reviews, social media and more).



### Building Customer Experience Methodologies

Designing an integrated framework for managing the customer experience, covering all related steps and components.



### KPI Development

Designing and establishing key performance indicators (KPIs) to measure the achievement of strategic and operational objectives, in alignment with the customer's strategy and goals.



### Awareness Measurement

Evaluating the level of knowledge and understanding among a targeted audience regarding a specific service, concept or initiative implemented within or outside the organization.



### Impact Measurement

Assessing the actual outcomes of initiatives and projects on the behavior of specific customer segments and the tangible changes in their overall experience.



# Moasherat Services

Technical solutions



## Data Analytics Model Development

Creating advanced analytical models to extract patterns and trends from customer and operational data.



## Report Automation and Dashboard Development

Developing automated systems and reports that integrate data from multiple sources and present it through interactive dashboards.



## Technical Platform Development

Designing and developing digital platforms to enhance customer experiences and deliver seamless, purpose-driven user journeys.



## Artificial Intelligence Solutions

Implementing AI and machine learning technologies to enhance customer interaction and analysis, and improve service delivery.

# General Frameworks for Work

## Customer Experience framework

### Measurement indicators

**Customer Satisfaction Score (CSAT):** Measures the customer's satisfaction with a specific service or interaction, used for immediate and direct evaluation.

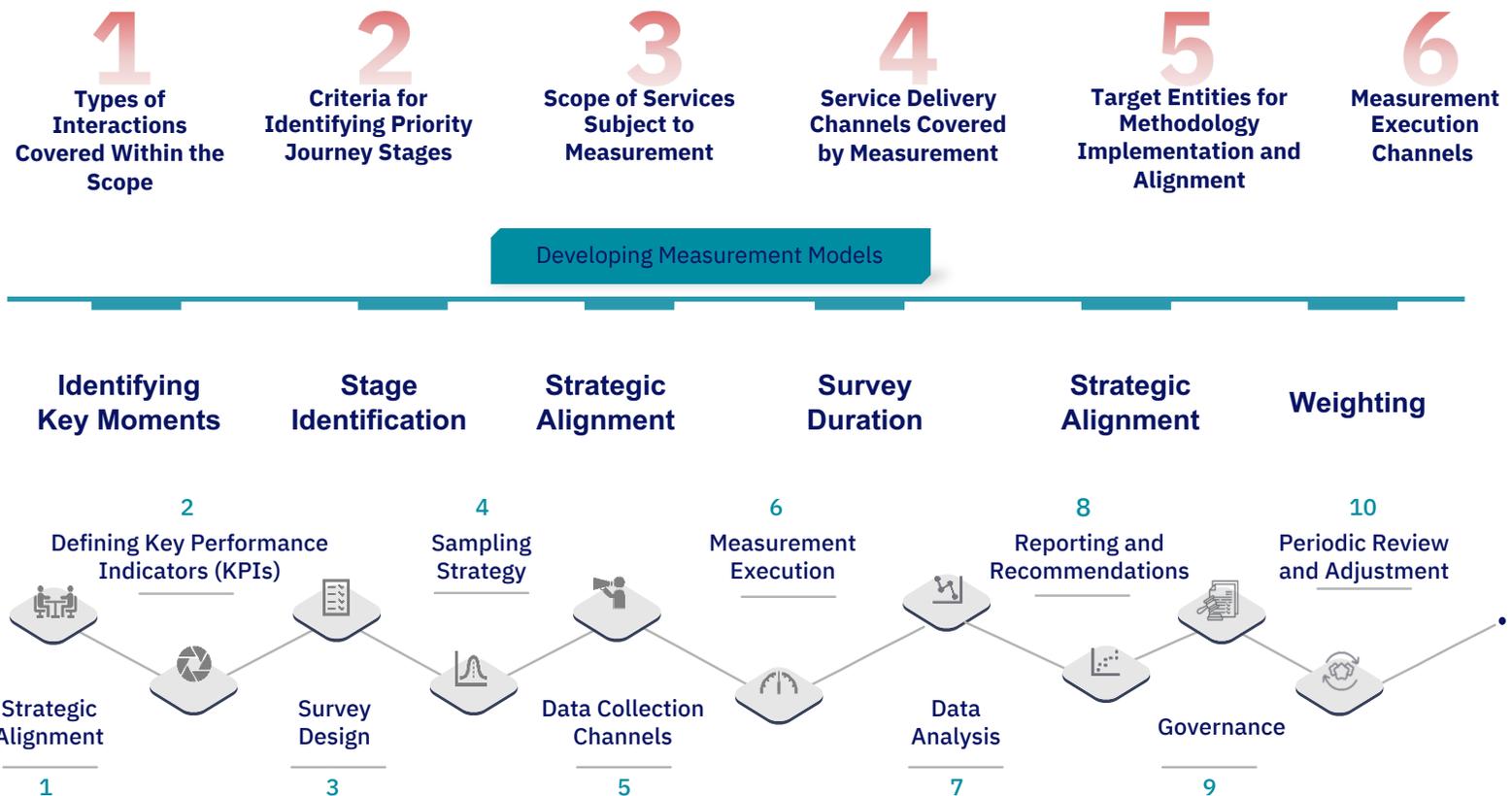
**Net Promoter Score (NPS):** Assesses customer loyalty by asking how likely they are to recommend the service, reflecting the overall perception of the customer journey.

**Customer Effort Score (CES):** Measures how easy it is for customers to complete key tasks, helping identify pain points in complex or multi-step journeys.

**First Call Resolution (FCR):** Tracks the percentage of customer inquiries or issues resolved during the first interaction, without the need for follow-up.

**Spending Rate Index:** Used to estimate the distribution of beneficiaries based on spending levels, helping guide support strategies according to the purchasing power of different target segments.

### Design and Implementation



### Data Collection Tools

Field Interviews

Electronic Surveys

Telephone Calls

QR Codes

Focus Groups

Mystery Shopper

Textual Feedback

Qualitative Monitoring

# General Frameworks for Work

## Measuring Awareness (AAU Framework)

### Methodological Framework for Measuring Awareness (AAU Framework)

The Awareness, Attitude and Usage (AAU) Framework is a marketing research methodology that assesses consumers' awareness of a brand or product, their perceptions and beliefs toward it and their actual purchasing or consumption behaviors. By integrating both qualitative and quantitative research, AAU studies provide insights into a brand's position relative to competitors, helping companies identify market opportunities, segment their audience and develop effective marketing strategies.

#### Mechanism of Operation

##### Qualitative Research:

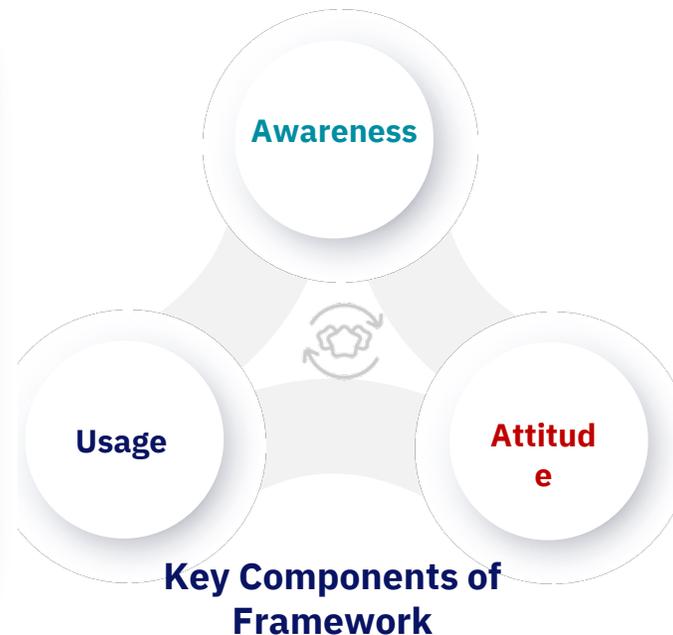
Initial exploratory stages using methods such as focus groups or in-depth interviews to understand consumers' language, perceptions, and key themes within the market category.

##### Quantitative Research:

A large-scale survey conducted to gather reliable statistical data on awareness levels, attitudes and usage patterns from a representative sample of the target market.

##### Competitive Analysis:

By comparing the client's brand with competitors across the three dimensions, marketers can identify the brand's position within the market.



#### Key Components of Framework

##### Awareness

Measures the extent of consumers' familiarity with a brand, product or service.

##### Usage

Examines consumers' actual behavior, how, when and where they use the product or service. This includes analyzing consumption volume and patterns of repeat usage.

##### Attitude

Explores consumers' feelings, opinions, beliefs and intentions toward the brand or product, including perceptions of specific attributes such as quality or value.

# General Frameworks for Work

## Customer voice measurement

<p><b>1</b> Strategic Goal Alignment</p>	<p>Defining the purpose of measurement and aligning it with the organization's strategic objectives.</p>	<p>The measurement aims to achieve the organization's vision by supporting strategic objectives related to measurement.</p>				
<p><b>2</b> Target Customer Identification</p>	<p>Listing the customers included in the measurement process and identifying their different segments.</p>	<p>› Subcategories B › Subcategories A › Main categories</p>				
<p><b>3</b> Customer Journey Mapping</p>	<p>Determining the stages each segment goes through and identifying the sub touchpoints.</p>	<p>The Key and Sub Touchpoints for each customer category and each covered service.</p>				
<p><b>4</b> Measurement Population and Sample</p>	<p>Defining the total measurement population and statistically selecting the target sample based on the confidence level and specified margin of error.</p>	<p>The target sample is determined using a statistical methodology based on the size of the measurement population, the agreed margin of error and the desired confidence level:  <span style="border: 1px solid black; padding: 2px;">Desired/Acceptable Margin of Error (e.g.,5%)</span> <span style="border: 1px solid black; padding: 2px;">Required Confidence Level (e.g., 95%)</span></p>				
<p><b>5</b> Measurement Tools and Indicators</p>	<p>Customizing measurement tools and key indicators according to touchpoints and the nature of the target segment.</p>	<p>To ensure accurate measurement for each touch point, the appropriate tool and indicator are specified for each point:</p> <table border="0"> <tr> <td style="text-align: center;">Touchpoint Service</td> <td style="text-align: center;">Measurement Tool Channel</td> <td style="text-align: center;">Used Indicator Index</td> <td style="text-align: center;">Question Formulation Question</td> </tr> </table>	Touchpoint Service	Measurement Tool Channel	Used Indicator Index	Question Formulation Question
Touchpoint Service	Measurement Tool Channel	Used Indicator Index	Question Formulation Question			
<p><b>6</b> Quality Assurance Mechanisms</p>	<p>Setting business rules that govern and ensure the quality and integrity of the collected data.</p>	<p>› Geographical Location of the Interview (if conducted in the field)          › Time Taken to Complete the Survey          › Validation of Results and Indicators for Textual Feedback and Suggestions</p>				

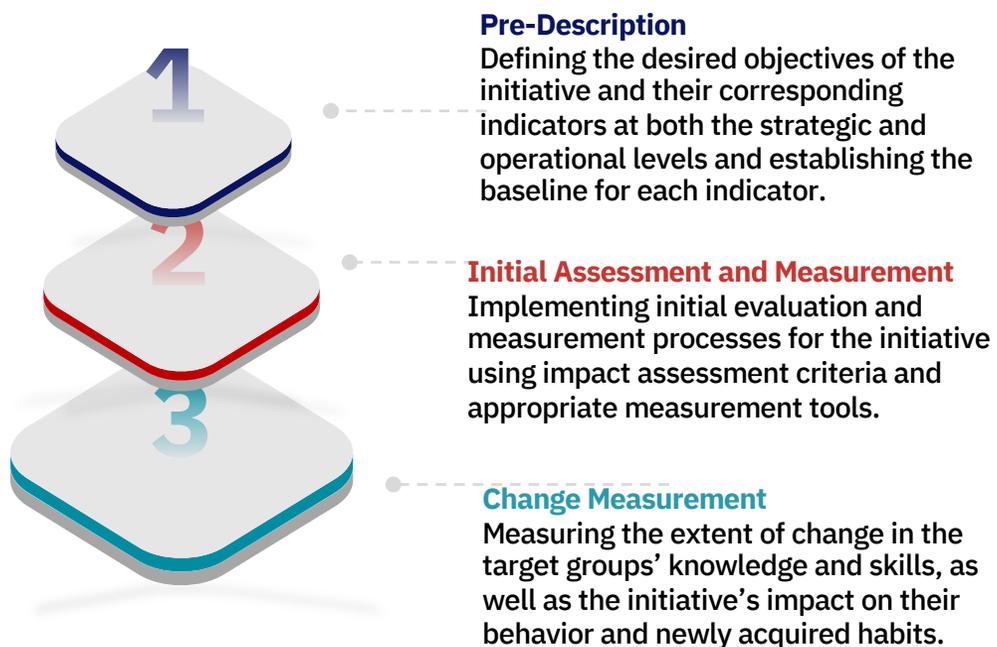
# General Frameworks for Work

Methodological Framework for Impact Measurement (OECD DAC Criteria)

## The OECD DAC Six-Criteria Framework is

A framework comprising six criteria serves as a set of perspectives that provide a comprehensive view of the impact of the initiative or project being measured. It outlines the components to be addressed in development and operational interventions to assess the feasibility of the intervention and its intended impact.

### Work Mechanism



### Measurement Standards



# Building performance indicators

## Methodological Principles for Designing Performance Indicators



### Traceability

The data and sources used to calculate the indicator shall be known and well-defined. It shall also be clear which entity is responsible for collecting and reviewing it.



### Sufficiency

The indicator, together with other indicators, shall provide a comprehensive picture of the measured performance or phenomenon. No essential aspect shall remain unmeasured.



### Added Value

The indicator shall provide practical benefit, such as identifying a gap, improving performance or supporting a decision. In short, it shall lead to an "actionable insight".



### Relevance

The indicator should measure an element directly related to strategic objectives (e.g., Vision 2030 or Entity's Goals). In other words, it shall be linked to a central issue.



### Clarity

The indicator shall be clear and understandable to all relevant parties, whether technical or non-technical. The terms used shall be precise and unambiguous.

# Technical Products

## Moasherat Platform

The Moasherat Platform was born out of the need for an integrated technical solution to manage and organize customer experience operations through the collection, analysis and presentation of data to support decision-makers.

The platform's development team designed it to address the challenges arising from the multiplicity of customer experience platforms collecting, analyzing and outputting data across different systems which complicates data consolidation and poses risks to data security and confidentiality.

### Key features and interfaces:

#### 01 Content Management System (CMS)

A highly flexible system that can be customized for each entity according to its needs for managing measurement and analysis processes, building indicators and generating reports.

#### 02 Data Collection Application

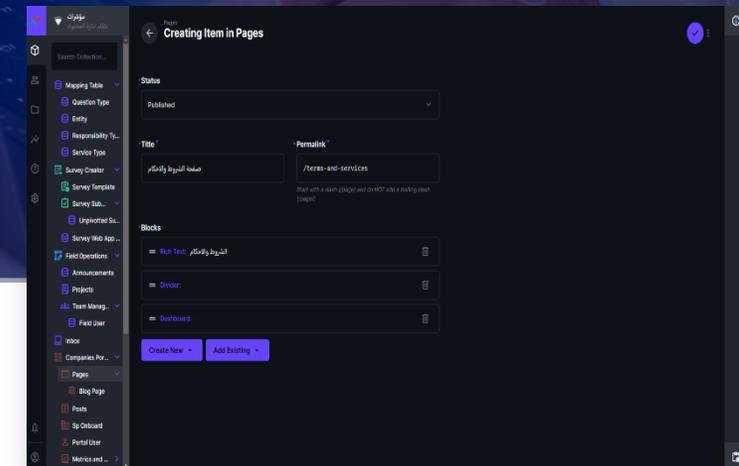
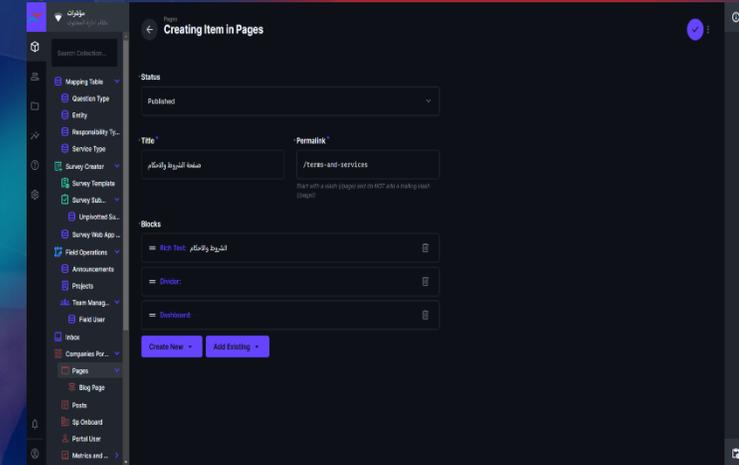
Includes a task, guidance and assignment screen, along with an interface for data collection and displaying evaluation forms and surveys

#### 03 Guidance and Control Interface

An interface that allows the user to customize permissions, manage stakeholders and beneficiaries and ensure quality in data analysis and storage.

#### 04 Artificial Intelligence Technologies

The system utilizes conversational AI, advanced data analytics and models for analyzing qualitative data and the monitored indicators.



# Key Partners



Coordination Authority for  
Sect Leaders' Institutions



شركة قادرين للتشغيل والصيانة المحدودة  
Gadreen Operation And Maintenance Co.Ltd.

Gadreen Company



Health Endowment Fund



Ernst & Young (EY)



Royal Commission for  
Makkah City and Holy Sites



Ministry of Hajj and Umrah



Al Rajhi Support Services  
Company



Islamic Development Bank



ODOO



Sekaya Charitable  
Foundation



Coordinating Council for  
Domestic Pilgrims' Service  
Companies and Institutions

# Proud Achievements

## ● Performance Measurement and Beneficiary Satisfaction Project 2023

**Objective:** The project aims to achieve beneficiary satisfaction (the guest of the Most Merciful) and measure the quality of services provided through various measurement tools, in accordance with local and international best practices, ensuring alignment with the sector's strategy and the leadership's vision.

### Key Project Deliverables

Develop standards and indicators for measuring beneficiary satisfaction and evaluating service quality across the entire beneficiary journey.

Build an integrated methodology for assessing the satisfaction and service quality for pilgrims and Umrah performers.

Enhance executive and detailed reports on pilgrims' satisfaction and the quality of services provided to them.

Improve the beneficiary journey (pilgrim - Umrah performer) across all touchpoints and stages.

Design and develop executive dashboards for the Ministry's leadership.

### Key Project Challenges:

Difficulty in building a methodology to measure pilgrims' and Umrah performers' satisfaction in alignment with performance methodologies, while accounting for seasonal variations in the sector.

Ensuring full coverage of all beneficiary groups and nationalities and understanding the satisfaction levels and challenges of each group and nationality.

Conducting a fair and transparent evaluation of service-providing companies for pilgrims and Umrah performers, in accordance with issued guidelines and regulations.

Lack of detailed and explanatory quantitative data in measurement results, making decision-making difficult.

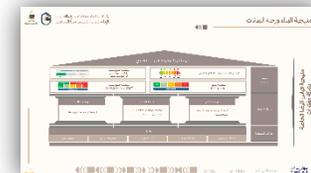
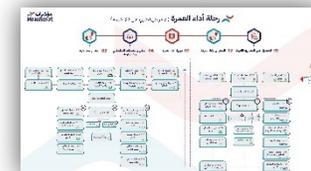
### Solutions and Outcomes by Moasherat

Moasherat developed a practical scientific methodology aligned with performance methodologies, leveraging its consulting expertise in customer experience and national experience in the Hajj and Umrah sector.

Moasherat developed evaluation criteria for each service under the responsibility of the company and designed a dedicated platform displaying a fair and transparent performance scorecard for each company.

The methodology was designed to cover all beneficiary groups and nationalities, with field plans ensuring full coverage with statistical significance for each group.

Moasherat activated various qualitative tools, such as focus groups and mystery shoppers, to interpret quantitative data results through in-depth analysis.



Client

# Proud Achievements

## ● Makkah Experience Measurement and Improvement Project

**Objective:** The project seeks to provide a sustainable measurement of beneficiary satisfaction with the services offered in Makkah across all segments of residents and visitors, aiming to continuously improve and enhance the Makkah city experience.

### Key Project Deliverables

Develop an integrated methodology to measure the satisfaction of residents and visitors and monitor the services provided.

Develop a beneficiary journey document within Makkah.

Design and build executive dashboards for the Authority's leadership.

Develop standards and indicators for touchpoints in Makkah and its surrounding areas.

Enhance executive and detailed reports on satisfaction measurement and field monitoring of touchpoints.

### Key Project Challenges:

Lack of fixed and realistic standards to evaluate touchpoints for Makkah residents and visitors.

Difficulty in verifying the quality of data entered through direct and indirect data collection channels.

The need to display data live and in an actionable format for real-time monitoring of touchpoints and measurements.

Difficulty in achieving comprehensive geographic and temporal coverage for Makkah seasons.

### Solutions and Outcomes by Moasherat

Develop models for standards and touchpoints for every contact point in Makkah and its related areas, testing them to ensure full coverage of the beneficiary journey.

Establish controls and standards for accepting and verifying inputs using AI models, along with regular checks by the quality team.

Design a comprehensive executive dashboard for the measured touchpoints.

Build a field deployment plan and train the monitoring team to cover observations and improvement points.



Client

# Proud Achievements

## • Evaluation Project for Saqaya Centers and Holy Sites Watering Stations

### Objective:

The Saqaya Charitable Foundation seeks to develop the watering system for the guests of the Most Merciful in the Holy Sites. The project aims to evaluate the quality of services related to Saqaya Centers and assess pilgrims' satisfaction, in order to produce effective results and impactful insights.

### Key Project Deliverables

Measuring the Impact of Centers and Watering Stations via Channels

Mystery Shopper

Satisfaction Measurement (CAST)

Effort and Ease Measurement (CES)

Developing the Work Methodology

Display geographic distribution for each beneficiary category

Develop models to monitor areas of improvement and challenges

### Key Project Challenges:

Lack of clarity on the initiative's effectiveness and the extent to which it achieves the desired impact in providing water to pilgrims in the holy sites.

The need to highlight the initiative's efforts and its strategic and operational aspects.

Difficulty in evaluating the accuracy and effectiveness of water station distribution in the holy sites.

### Solutions and Outcomes by Moasherat

Implement the Mystery Shopper methodology to fully evaluate the centers and water stations, categorizing them by regions and holy sites.

Measure the initiative's impact by assessing pilgrims' awareness of the centers and stations and their satisfaction levels.

Develop marketing products (videos, infographics) to showcase the work done across different aspects of the initiative.



مؤسسة سقاية الأهلية  
Sekaya Charitable Foundation  
أفضل الصدقة

Client

# Proud Achievements

## ● Performance Measurement and Beneficiary Satisfaction Project 2024

### Objective:

The project aims to achieve beneficiary satisfaction (the guest of the Most Merciful) and measure the quality of services provided through various measurement tools, following local and international best practices, ensuring alignment with the sector's strategy and the leadership's aspirations.

### Key Project Deliverables

Develop standards and indicators for measuring beneficiary satisfaction and evaluating service quality across the entire beneficiary journey.

Build an integrated methodology for assessing satisfaction and service quality for pilgrims and Umrah performers.

Enhance executive and detailed reports on pilgrims' satisfaction and the quality of services provided.

Improve the beneficiary journey (pilgrim - Umrah performer) across all touchpoints and stages.

### Key Project Challenges:

Difficulty in building a methodology to measure pilgrims' and Umrah performers' satisfaction in alignment with performance frameworks, while accounting for seasonal variations in the sector.

Ensuring full coverage of all beneficiary groups and nationalities and understanding the satisfaction levels and challenges for each group and nationality.

Conducting a fair and transparent evaluation of service-providing companies for pilgrims and Umrah performers, in compliance with issued guidelines and regulations.

Lack of detailed and explanatory quantitative data in measurement results, making decision-making difficult.

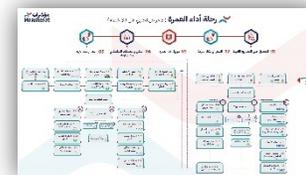
### Solutions and Outcomes by Moasherat

Moshir developed a practical scientific methodology, aligned with performance frameworks, leveraging its consulting expertise in customer experience and national experience in the Hajj and Umrah sector.

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The methodology was designed to cover all beneficiary groups and nationalities, with field plans ensuring full coverage with statistical significance for each group.

Moshir activated various qualitative tools, such as focus groups and mystery shoppers, to interpret quantitative data results through in-depth analysis.



Client

# Proud Achievements

## Al Rajhi Company Work Quality Measurement and Monitoring Project 2023-2025

### Objective:

The project aims to measure readiness and verify compliance with the standards of the Ministry of Hajj and Umrah, enhance the quality of services provided to pilgrims of the Holy Kaaba and increase beneficiary satisfaction by meeting their expectations, thereby ensuring loyalty and improved reliability in the coming years.

### Key Project Deliverables

Build an integrated methodology to measure and monitor work quality before the pilgrims' arrival.

Develop standards and indicators for measuring beneficiary satisfaction and evaluating service quality throughout the entire journey.

Enhance executive and detailed reports on pilgrims and the quality of services provided to them.

Design and build dashboards covering the entire journey.

### Key Project Challenges:

Conducting a fair evaluation of the company's services during the pilgrims' stay.

Continuous updates in the project scope, with increasing real-time challenges.

Achieving full coverage of locations before pilgrims' arrival and assessing operational readiness.

Difficulty in accessing certain areas during the season.

### Solutions and Outcomes by Moasherat

Moshir developed a practical and realistic methodology, aligned with performance frameworks, leveraging its consulting expertise in customer experience and national experience in the Hajj and Umrah sector.

125,431 pilgrims were monitored and tracked.

400 critical cases were resolved in a timely manner.

A total of 45,834 inspections were conducted.



## Contact Us

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