



# Revolutionizing Mobility

Careem's Journey to Customer Excellence



# Client Overview

Careem, established in 2012, revolutionized ride-hailing across the Middle East, offering safe and convenient transportation services in several countries. Acquired by Uber in 2019, Careem remains a leading brand in the region, known for its user-friendly app and commitment to innovation. Despite competition, Careem maintains a strong market position, expanding its services beyond rides to include bike-sharing, food delivery, and digital payments, shaping urban mobility in the Middle East



## Situation Analysis/Background

As a leading ride-hailing and technology company in the Middle East, Careem is committed to providing convenient and reliable transportation services while prioritizing customer satisfaction. Operating in diverse markets, Careem faces challenges in delivering consistent service quality, meeting evolving customer expectations, and ensuring a seamless experience across its platform. With a focus on enhancing the customer journey, Careem aims to strengthen its position as a trusted mobility partner in the region.

## Key Challenges

### Enhancing User Satisfaction

Careem operates in diverse markets with varying customer expectations and preferences. Therefore, ensuring consistently high levels of user satisfaction across all regions is a significant challenge.

### Quality Control Across Diverse Markets

Careem operates in diverse markets with varying customer expectations. Maintaining a uniform level of service quality across different regions required a tailored approach.

### Privacy and Data Security

As a technology-driven platform, Careem collects and processes vast amounts of user data, including personal information, location data, and payment details.

## Solution Provided

Careem partnered with iSON Xperiences to introduce comprehensive voice and non-voice services, initially deploying 100 agents proficient in both Arabic and English languages. This strategic move aimed to provide seamless customer support across diverse linguistic preferences, ensuring enhanced user satisfaction and streamlined assistance.

### Future Expansion Plans

Leveraging the success of the initial phase, Careem is strategically positioned to expand its service offerings, with plans to further augment its support capabilities and explore additional back-office services to meet evolving customer needs.

## Results Achieved

Service Level (SL)	Quality Assurance (QA)	Customer Satisfaction (C-SAT)
With a steadfast commitment to service excellence, iSON Xperiences achieved remarkable results for Careem, surpassing targeted Service Level (SL) expectations for Captains & Customers 80% – 20 with a resounding success to reach 90 %	Exceeding quality assurance benchmarks, our team demonstrated exceptional performance across various metrics and achieved an impressive quality score of 91% of the 90% targeted.	iSON Xperiences delivered outstanding results in customer satisfaction (C-SAT) for Careem, exceeding predefined targets across different service categories. Achieving C-SAT Score Of 74% - 77% out of 75% targeted C-SAT



Contact us to discover how we can achieve similar results for your organisation:  
[hello@isonxperiences.com](mailto:hello@isonxperiences.com)



At iSON Xperiences, we orchestrate exceptional customer experiences through our digitally-led and data-driven approach, redefining the standard for enterprise solutions. Ranked among the top global CXM players in Africa, we provide a flexible enablement platform for businesses that need help scaling up their workforce, daily business operations, or debt collection solutions, or that want to expand their footprint in Africa. With over 18,000 employees across 19 countries, we serve 500 million global customers across Telecom, BFSI, Energy & Utilities, Government, Media & Entertainment, Aviation, Retail, E-commerce and more. For more information, visit [www.isonxperiences.com](http://www.isonxperiences.com)