

## Consumer Segment

In 2024, **stc's** B2C division achieved strong growth, driven by innovative, customer-focused initiatives and advanced digital solutions. These efforts enhanced customer engagement and improved retention, resulting in a solid financial performance and reinforcing **stc's** standing as a leader and innovator in the consumer segment.

**stc's** B2C division delivered a robust performance during 2024 by introducing innovative initiatives designed to enhance customer engagement and satisfaction, with a particular focus on delivering value to diverse customer segments. The "Youth from **stc**" program targeted university students aged 18–24, offering customized plans with exclusive discounts and bundles. This initiative reached approximately 45,000 students across Kuwait, strengthening **stc's** connection with the youth demographic and reinforcing its position as a preferred provider in this segment.

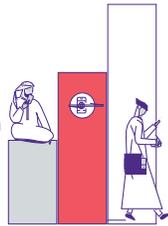
**stc** also advanced its Smart Home Solutions by launching cutting-edge automation and security systems in collaboration with local providers. These solutions not only enhanced functionality but also aligned with sustainability goals, addressing the growing demand for energy-efficient and secure living spaces. In the digital payments space, **stc** integrated Apple Pay, Samsung Pay, and other methods, streamlining checkout processes and bolstering payment security to meet the evolving needs of tech-savvy customers.

To cater to the burgeoning gaming community, **stc** expanded its gaming-focused products and services, delivering tailored offerings that enriched the gaming experience. Additionally, **stc** upgraded its Digital Service Delivery Platform (DSDP), centralizing the management of value-added services (VAS). This migration not only improved the customer experience but also addressed and reduced third-party complaints, demonstrating a commitment to service excellence.

The division also made significant strides in digital advancements, introducing fully integrated end-to-end customer journeys while enhancing the functionality of its website and mobile app. New features such as eSIMs and e-vouchers offered eco-friendly and flexible solutions, reflecting **stc's** dedication to sustainability and convenience. Furthermore, the rollout of a new Business Support System (BSS) streamlined operations, improved customer interactions, and unlocked new revenue streams, solidifying **stc's** ability to innovate and adapt in a competitive marketplace.

### Enhancing Customer Experience

Notable milestones in customer experience and performance were achieved throughout the year, reflecting **stc's** commitment to innovation, accessibility, and satisfaction. By integrating advanced solutions and focusing on customer needs, the division strengthened its market position and exceeded industry benchmarks.



### Key Highlights

#### Customer Feedback Enhancements

- Introduced CSAT surveys within the mobile app, boosting response rates to 3.8% (almost double the 2% industry benchmark).
- Addressed low feedback scores within 24 hours, showcasing a proactive approach to customer care.

#### Improved Roaming Experience

- Optimized international roaming with dynamic traffic management, ensuring seamless connectivity.
- Expanded coverage to more countries, enhancing convenience for travelers.

#### Digital Advancements

- Integrated Apple Pay, Samsung Pay, and other payment methods, simplifying transactions and boosting satisfaction.
- Increased revenue from digital sales by enhancing user experiences on digital platforms.

#### Gaming and Smart Home Initiatives

- Launched gaming-specific products to deepen engagement with youth audiences.
- Introduced smart home solutions, emphasizing eco-friendly, connected living.

### Awards and Recognitions

#### Honor Device Sales Award

- Acknowledged as a top global operator for Honor devices, showcasing excellence in sales strategies.

#### Huawei OTF Award

- Recognized for exceptional customer growth and advanced digital transformation.

### Strategic Outlook for 2025

The B2C division will continue to lead with a strong emphasis on digital transformation and customer satisfaction. Key priorities include for the coming year:

Expanding digital revenue streams through platform optimization.

Enhancing seamless onboarding experiences to improve accessibility.

Strengthening the brand's reputation for trust and innovation.

These initiatives align with **stc's** vision of exceeding customer expectations and adapting to a rapidly evolving digital landscape.