



User Experience Indicators in the Telecommunications Sector

CX Index 2025

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Introduction

Driven by heightened user expectations and intensifying competition, the telecom sector is undergoing a rapid transformation, positioning User experience as a key metric for evaluating service provider performance. Accordingly, the CX Index report assesses user satisfaction and service quality across four key areas: mobile voice only, dedicated data only, standard, and fixed broadband.

The report is structured around a systematic framework comprising a set of indicators and criteria spanning the User journey, to reflect the actual User experience derived from field surveys carried out throughout 2025.

This report is designed to support decision-makers and service providers with reliable data that drives performance quality, boosts user satisfaction, and advances the telecom experience toward higher efficiency and innovation, meeting User expectations while fostering industry growth.

Definitions

Indicators

User Satisfaction Score (CSAT)

User satisfaction with the service or experience, based on their assessment, reflecting the extent to which the service meets their expectations and needs.

Net Promoter Score (NPS)

User loyalty is assessed by the extent of their service provider recommendation and calculated based on User advocacy levels.

User Effort Score (CES)

The ease of obtaining the service, measured by the level of effort exerted by the User while interacting with the service or service provider to fulfill their needs smoothly and efficiently.

Complaints Received by CST (Per 100,000 subscriptions)

The number of complaints received by CST through its electronic system by telecommunications service users per 100,000 subscriptions.

Service Provider Branches

The physical locations or offices operated by service providers, where users can visit branches or kiosks to obtain services and support (requests, inquiries, complaints).

Call Center

A telephone-based communication channel dedicated to obtain services and support (requests, inquiries, complaints) through customer service representatives or automated response systems.

Digital Channels

Digital means that enable users to obtain services and support (requests, inquiries, complaints) online without the need to visit a branch or make a phone call, such as websites, applications, email, and live chat services.

Information Availability

The extent to which service-related information is available in a clear, accurate, and up-to-date manner, enabling users to easily access, understand, and use it to make an informed subscription decision.

Service Delivery Speed

The total duration required to complete all procedures related to service establishment, from the initial request submission to full activation and operational readiness.

Service Quality

The extent of service efficiency and reliability in meeting User expectations by providing a stable experience, including technical performance quality such as signal strength, voice clarity, and uninterrupted service continuity.

Value for Money

The alignment between service quality and features with their cost, ensuring a fair and compelling value proposition for the User relative to the attributes features provided.



Definitions

Terminology

▶ Mobile Voice Only

Enabling users to place and receive voice calls via mobile SIM cards, whether on a postpaid or prepaid basis.

▶ Dedicated Data Only

Enabling users to access the internet via mobile SIM cards using 4G/5G mobile broadband technology.

▶ Standard

Service bundles that include multiple core services, such as voice and data, along with Value-Added Services (VAS) provided by the same operator via mobile SIM cards.

▶ Fixed Broadband

Accessing home fixed internet services via wired technologies, such as Fiber Optics, or through Fixed Wireless Access (5G/FWA).



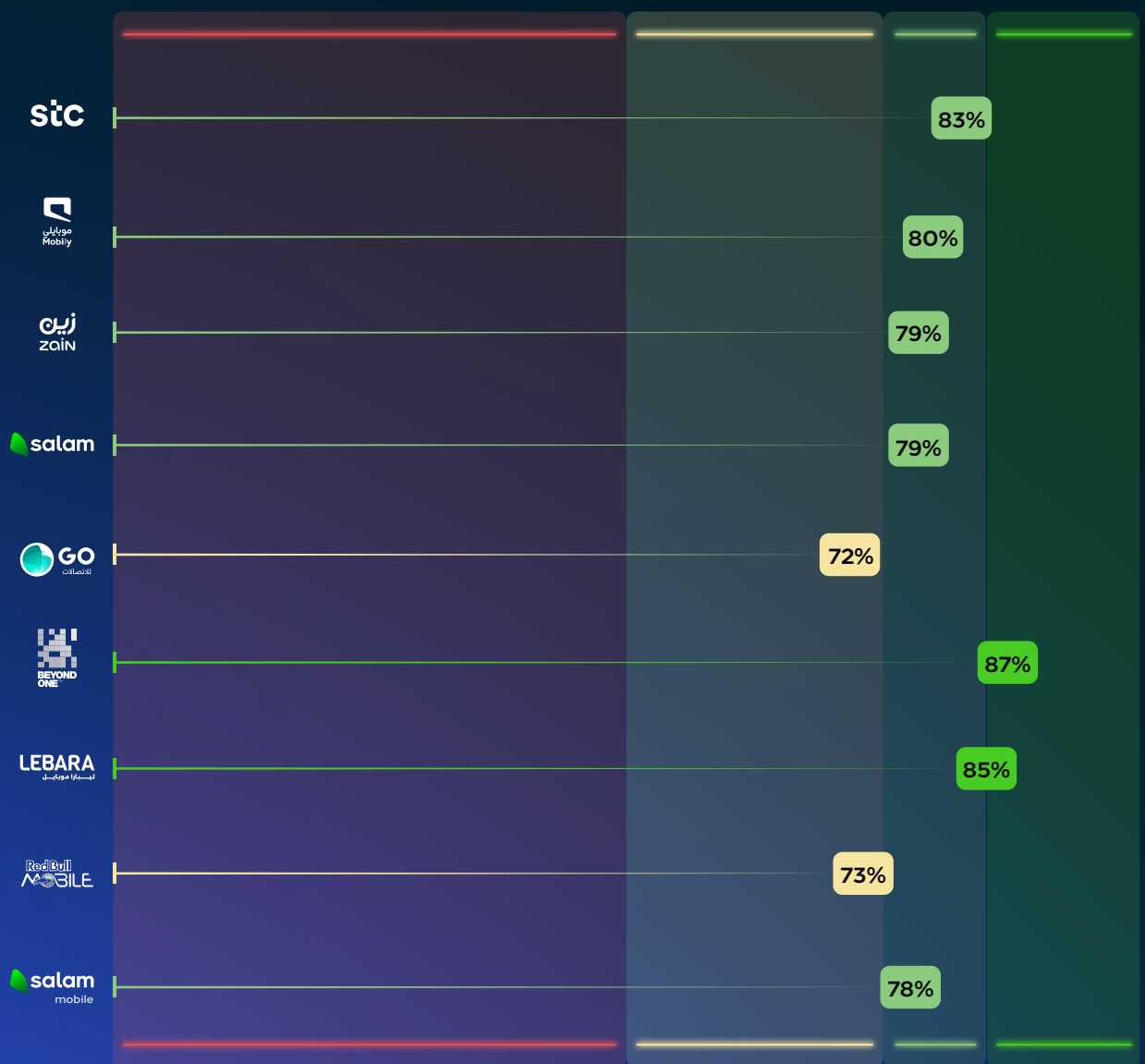
X Key General Satisfaction Indicators





Key General Satisfaction Indicators

Customer Satisfaction Score (CSAT)



Outstanding 85% - 100%

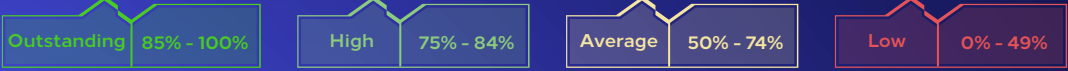
High 75% - 84%

Average 50% - 74%

Low 0% - 49%

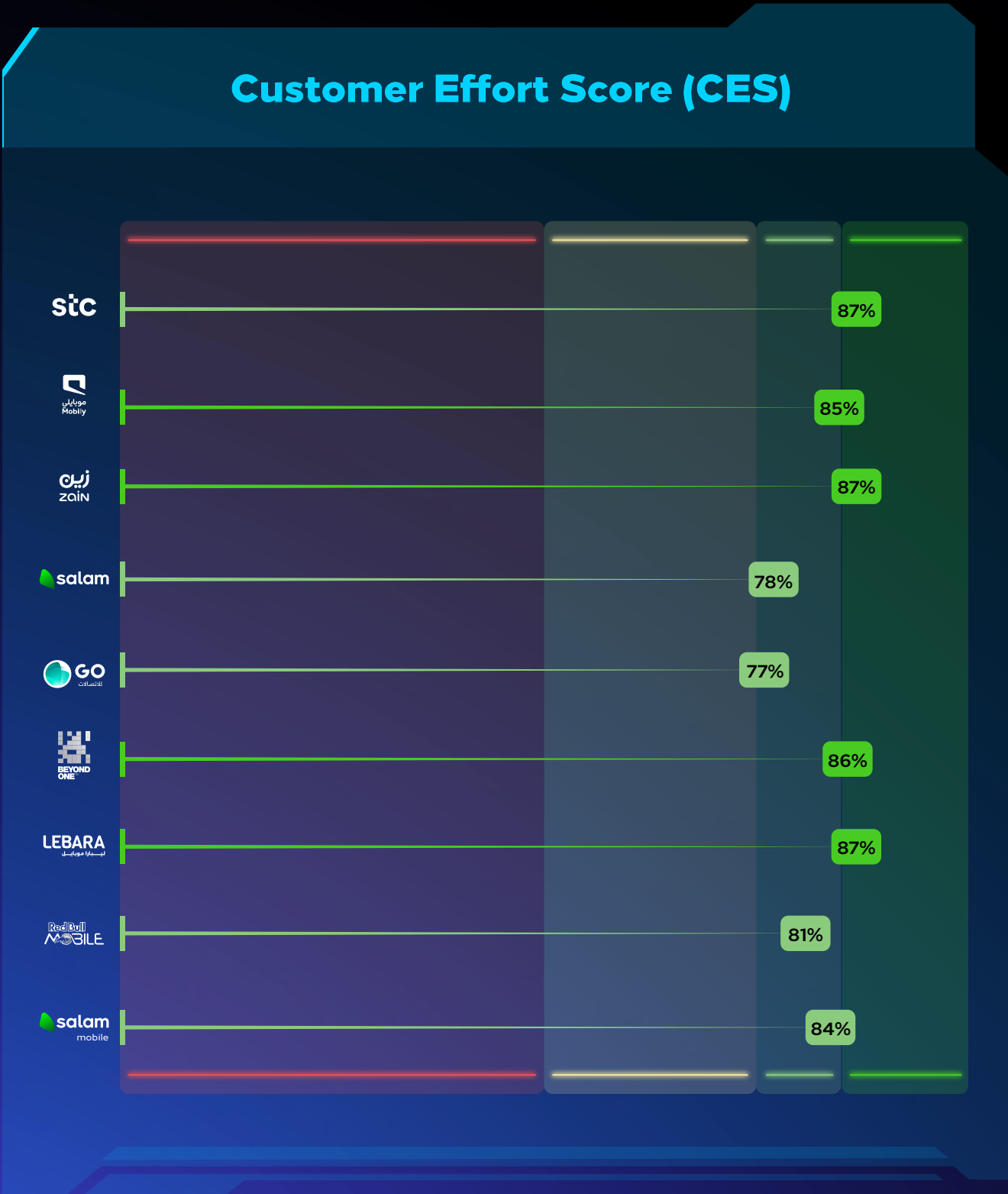
Key General Satisfaction Indicators

Net Promoter Score (NPS)





Key General Satisfaction Indicators



Outstanding 85% - 100%

High 75% - 84%

Average 50% - 74%

Low 0% - 49%



Key General Satisfaction Indicators

Complaints Received by CST (Per 100,000 subscriptions)



Channel And Service Satisfaction Indicators

Service Provider
Branches

Call Center

Digital Channels

Information
Availability

Service
Delivery Speed

Service
Quality

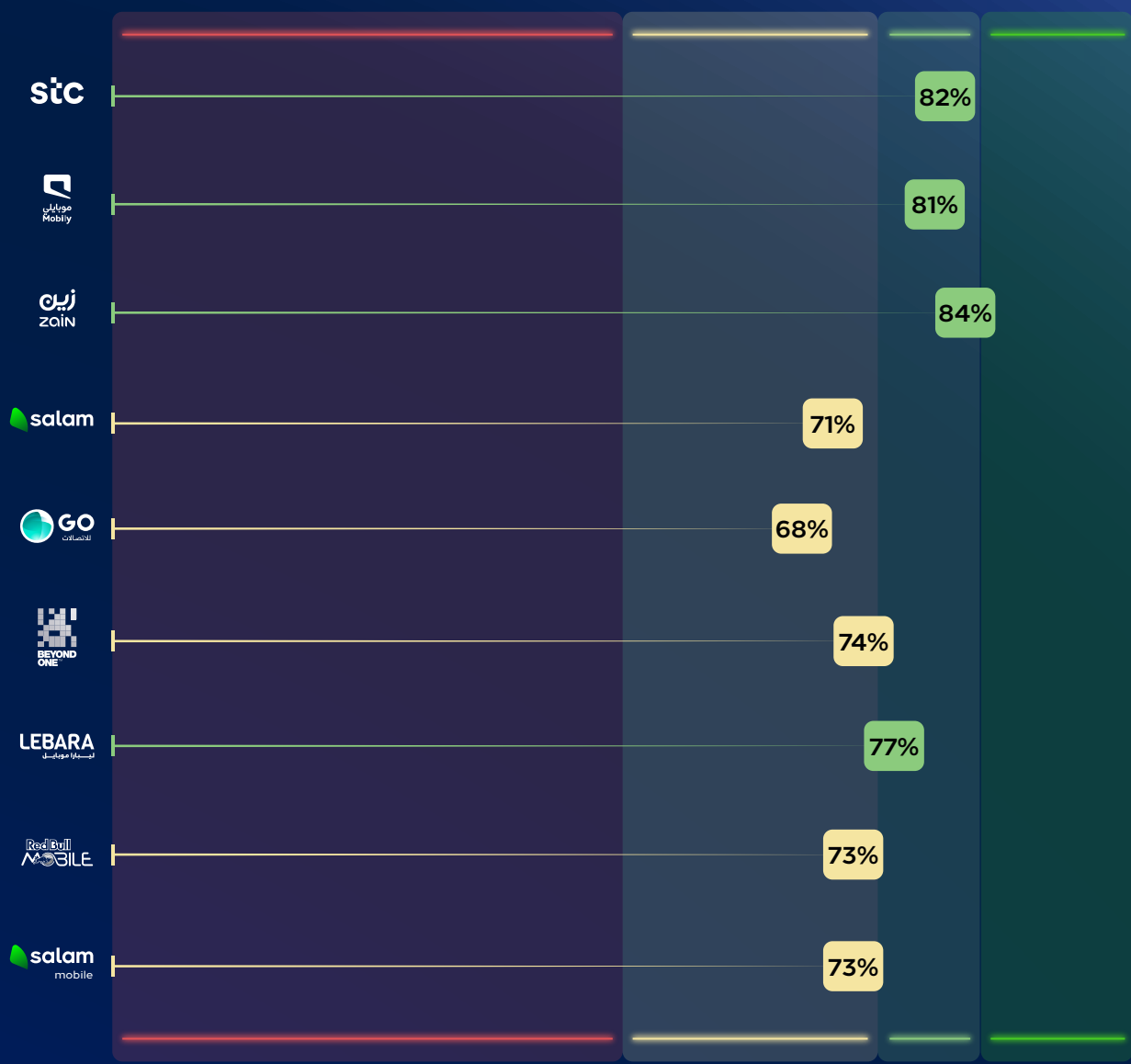
Value for
Money





Channel And Service Satisfaction Indicators

Service Provider Branches



Outstanding 85% - 100%

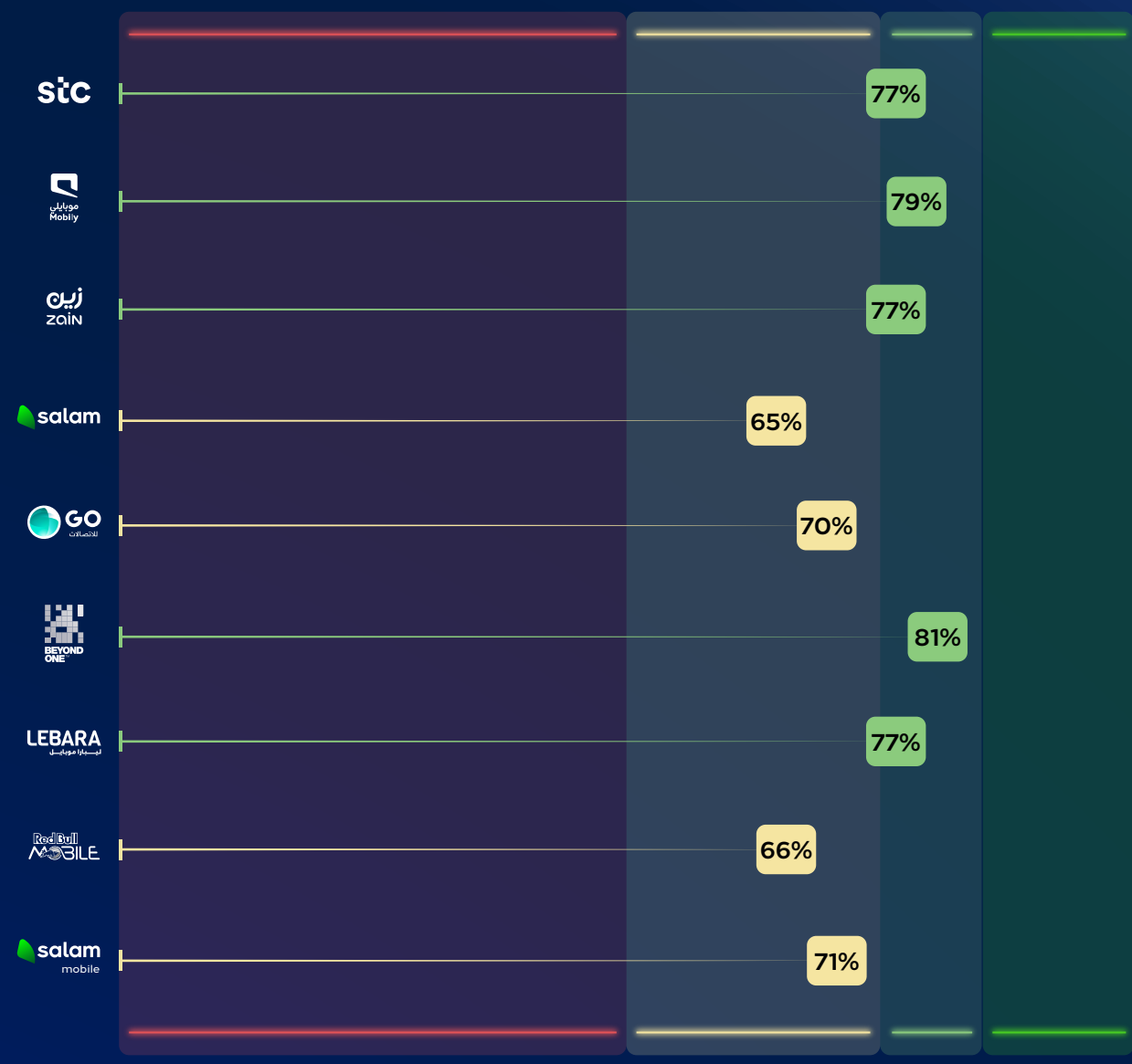
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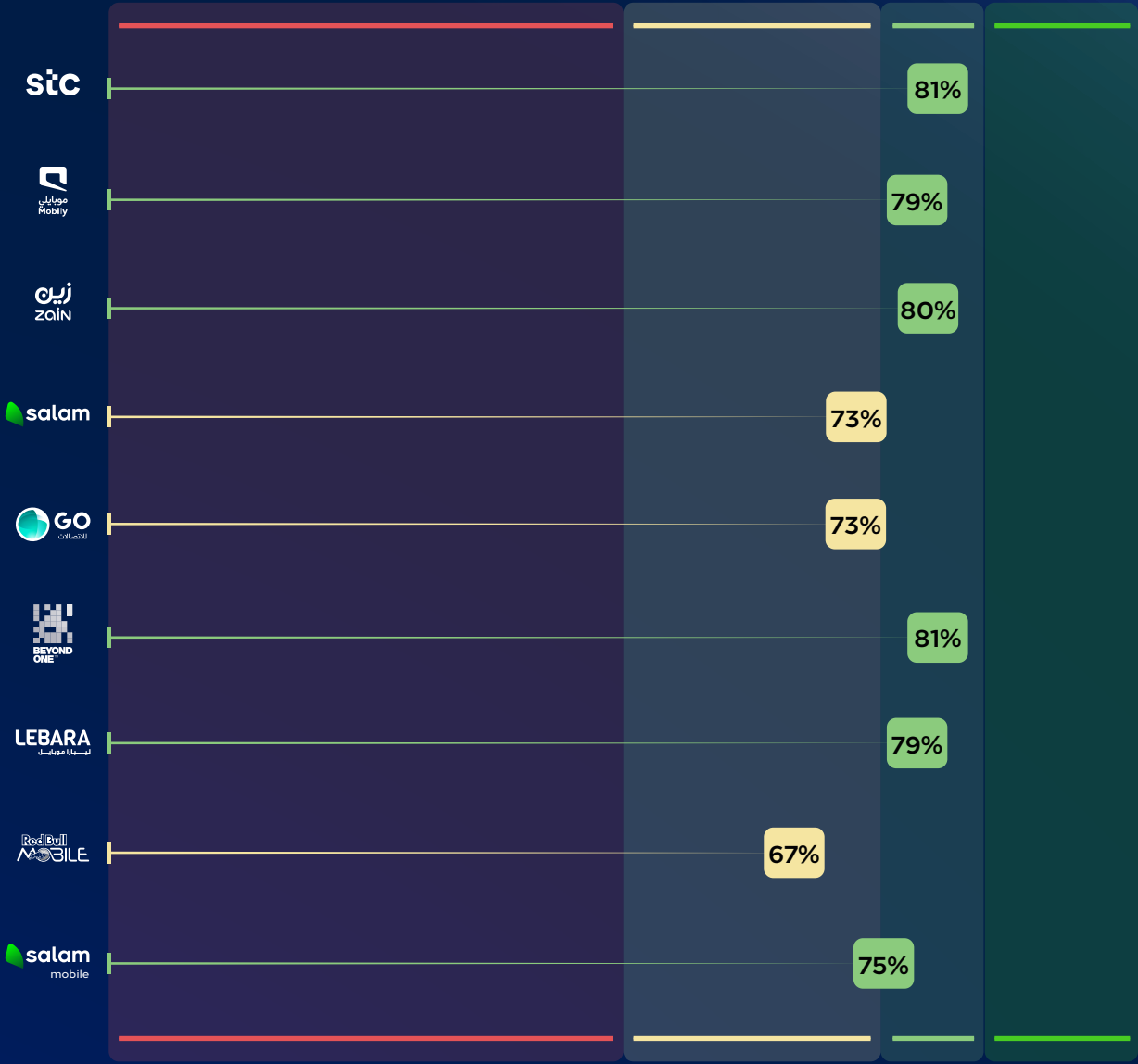
Channel And Service Satisfaction Indicators

Call Center



Channel And Service Satisfaction Indicators

Digital Channels



Outstanding 85% - 100%

High 75% - 84%

Average 50% - 74%

Low 0% - 49%

Channel And Service Satisfaction Indicators

Information Availability

	 Mobile Voice Only	 Dedicated Data Only	 Standard	 Fixed Broadband
	80%	75 %	84%	78%
	81%	79 %	82%	79%
	79%	80 %	82%	76%
	NA	NA	83%	71%
	NA	NA	NA	71%
	77 %	79%	77%	NA
	NA	NA	77 %	NA
	NA	NA	75%	NA
	77 %	76 %	80%	NA

Outstanding 85% - 100%

High 75% - 84%

Average 50% - 74%

Low 0% - 49%

Service Unavailable NA



Channel And Service Satisfaction Indicators

Service Delivery Speed

	 Mobile Voice Only	 Dedicated Data Only	 Standard	 Fixed Broadband
	82%	82%	87%	85%
	82%	84%	87%	82%
	81%	83%	86%	84%
	NA	NA	86%	85%
	NA	NA	NA	83%
	88%	84%	87%	NA
	NA	NA	86%	NA
	NA	NA	83%	NA
	85%	87%	88%	NA





Channel And Service Satisfaction Indicators

Service Quality

	 Mobile Voice Only	 Dedicated Data Only	 Standard	 Fixed Broadband
	81%	76%	82%	71%
	80%	79%	81%	79%
	79%	80%	79%	73%
	NA	NA	70%	68%
	NA	NA	NA	58%
	79%	79%	77%	NA
	NA	NA	75%	NA
	NA	NA	65%	NA
	73%	60%	70%	NA



Channel And Service Satisfaction Indicators

Value for Money (VfM)

	 Mobile Voice Only	 Dedicated Data Only	 Standard	 Fixed Broadband
	75%	72%	78%	71%
	78%	78%	80%	71%
	78%	80%	82%	78%
	NA	NA	85%	69%
	NA	NA	NA	71%
	81%	83%	82%	NA
	NA	NA	82%	NA
	NA	NA	81%	NA
	88%	87%	88%	NA

Outstanding 85% - 100%

High 75% - 84%

Average 50% - 74%

Low 0% - 49%

Service Unavailable NA

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