

# The AI CX engine for MENA

Turning customer voice  
into enterprise advantage

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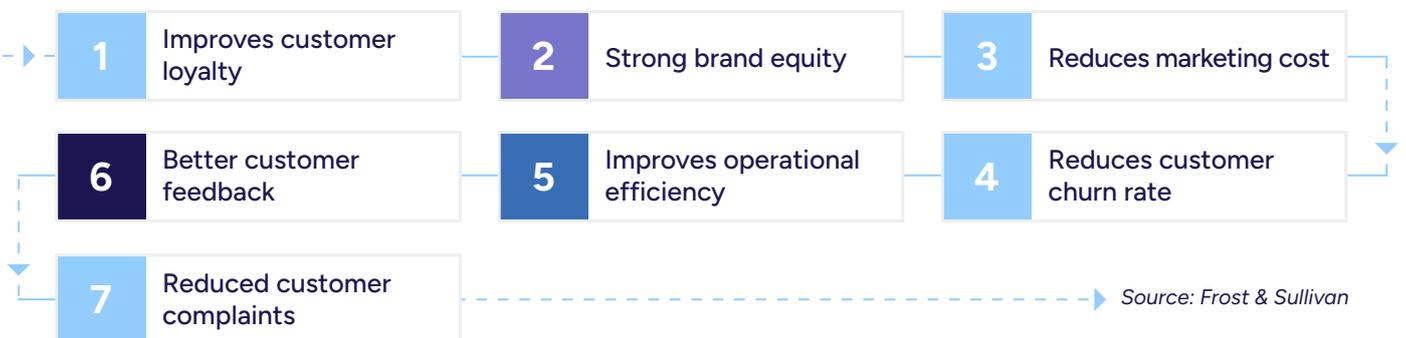
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## 1. Industry overview

Customer Experience (CX) has become a key battleground for business success. It involves much more than a series of customer touchpoints; it reflects the total of customer interactions with a brand, including marketing, sales, service, and every moment. At its core, CX focuses on feelings, not just actions. Customers' perception and connection with a brand directly impact their loyalty, advocacy, and purchasing behavior. Today's customers expect brands to understand, respect, and engage with them personally. They want seamless, personalized interactions that build trust and show value. In this context, CX has become the main competitive differentiator, shaping which companies succeed and which struggle.

The impact of a strong CX strategy is clear. Keeping existing customers is much more cost-effective than finding new ones, and positive experiences open doors for cross-selling, upselling, and brand advocacy. On the other hand, not meeting customer expectations can cause more harm than good service at individual points. Companies that focus on CX consistently see higher customer satisfaction, lower churn, and increased loyalty. More importantly, they build lasting emotional bonds that turn customers into long-term brand ambassadors. In a market where products and services are increasingly viewed as commodities, getting CX right means positioning your company as the one to beat.

### Benefits of customer experience management



**The growing importance of CX is driven by key market developments and trends such as:**



### Data-driven insights

Organizations are awash in customer data from social networks, reviews, support interactions, and transactions. There is a rising demand for analytics tools to transform this raw data into actionable insights in real time. Companies want to proactively identify customer needs, pain points, and sentiment trends to respond faster. This need drives interest in advanced AI and Natural Language Processing (NLP) capabilities to mine text for sentiment and intent.



## Personalization and AI-powered engagement

Personalizing the customer journey has proven to affect loyalty and revenue. Businesses excelling at personalization achieve up to 40% higher revenue than peers. As a result, over 60% of organizations are leveraging AI-powered platforms to tailor customer interactions and product offerings. AI algorithms help segment customers, recommend next-best actions, and even automate responses via conversational agents. As per research, the conversational AI market (for chatbots, voice assistants, etc.) is growing at over 20% annually, underscoring how critical AI is becoming in the CX toolkit.



## Omnichannel customer journeys

Customers now interact with brands through a mix of online and offline channels – for example, discovering a product on social media, asking questions via a messaging app, and purchasing on a website or in-store. Ensuring omnichannel consistency is a top priority. At least 75% of consumers expect consistent experiences across multiple touchpoints. Companies are therefore moving from multichannel approaches to true omnichannel strategies where data and context travel with the customer. Studies show that omnichannel customer engagement can yield 90% higher customer retention rates than single-channel engagement. The CX market is responding with solutions that integrate social media, email, chat, call centers, and more into unified dashboards, so that no customer query or comment falls through the cracks.



## Proactive & predictive customer service

Rather than waiting for problems to arise, businesses are increasingly trying to anticipate customer needs. By analyzing historical data and real-time signals, companies can practice predictive customer service – for instance, reaching out to a customer if a delivery is delayed or sentiment turns negative. In the coming years, proactive interactions are expected to outnumber reactive ones in customer service. This reflects a paradigm shift: customer support is transitioning into a function that resolves issues, actively fosters satisfaction, and prevents churn. AI plays a significant role here by monitoring sentiment and triggers across channels and automating alerts for CX teams.

While CX is a global priority, it is also rapidly gaining momentum in the Middle East. In the Gulf region, especially Saudi Arabia and the UAE, governments and enterprises are investing heavily in digital transformation and customer-centric services that align with national visions. Customer experience is emerging as a core business driver in the Middle East market. Local consumers are very active on social platforms – for example, Saudi Arabia has one of the world's highest social media usage rates – which means brands must be vigilant in listening and responding to online conversations. For many years regional companies relied on global CX or social listening tools not optimized for the Arabic language or regional channels. This created a gap and an opportunity for Arabic-native CXM solutions that can handle local languages and comply with local regulations. Overall, the CX market is defined by rapid growth and innovation, with AI-driven personalization, omnichannel engagement, and real-time analytics at the forefront. Enterprises seek platforms to consolidate customer data, derive insights across languages and channels, and empower them to deliver a superior experience consistently.

**The customer experience management (CXM) software market is rapidly growing as companies invest in tools to better understand and serve their customers.**



As companies increasingly allocate budgets to CX initiatives, the demand for better customer engagement and satisfaction grows, requiring actionable insights into customer behaviors and preferences that further fuel this market's expansion. Integrating advanced analytics, real-time feedback, and multi-channel monitoring has played a key role in this growth, enabling businesses to better understand customer needs and respond more effectively. As a result, companies can enhance customer experiences and build long-term loyalty and retention.

To effectively optimize CX, enterprises must leverage millions of data points from numerous touchpoints across various channels. Achieving this with speed and scalability requires a strong CXM platform that enables organizations to monitor and act on these insights quickly and efficiently. While many companies gather feedback, few use it effectively; however, this trend is shifting as leading CX management software helps incorporate feedback into daily workflows, transforming decision-making processes. Additionally, customer experience management software provides a major competitive advantage. With advanced analytics and insights, businesses can better anticipate customer needs, spot emerging market trends, and maintain a competitive edge. Using such software streamlines workflows, boosts efficiency, and cuts costs via automation of customer service tasks. This allows organizations to respond faster, resolve issues more effectively, increase productivity, and save costs.

## 2. Solution spotlight: Lucidya – championing the regional CXM landscape with AI and Arabic native CXM

Lucidya is a Saudi Arabia-based technology company that has quickly become a leader in AI-native customer experience management. Founded in 2016 and headquartered in Riyadh, Lucidya was born with a vision to be one of the first AI-native CX platforms built to help organizations understand and delight their customers, particularly in the Arabic-speaking world. When AI was still emerging in the region, Lucidya's founders focused on developing proprietary AI models tailored to the Arabic language and its cultural context. This strategic decision led to a strong advantage, providing unmatched world-class AI understanding of Arabic and its dialects. Today, Lucidya supports 15+ Arabic dialects with high accuracy, while also processing English and other languages through integrations with leading AI engines. Lucidya serves a diverse client base across 11 countries and multiple industries such as telecommunications, financial services, hospitality, healthcare, consumer goods, media, and the public sector. Altogether, its enterprise customers support over 75 million end-customers and boast a combined market capitalization of over \$250 billion, demonstrating the tech readiness of the platform to scale globally and the trust organizations place in Lucidya for customer experience initiatives

Lucidya specializes in the Arab world and supports more than 15 Arabic dialects with high accuracy. It also excels in processing English and other languages through integrations with leading AI engines. This versatility enables the platform to be deployed globally, demonstrating its scalability and flexibility in meeting the needs of customers worldwide.

**Saurabh Verma**

Vice President, ICT Advisory

Lucidya's rapid growth is evident in its being the first to earn official AI Service Provider accreditation from the Saudi Data & AI Authority (SDAIA) in 2025, demonstrating the reliability of its AI models.

Lucidya's core mission is to empower organizations to "listen, engage, and delight" their customers by transforming overwhelming data into actionable insights. At its core, Lucidya provides a unified platform that allows companies to monitor every digital customer touchpoint, analyze customer sentiments and needs using AI, and respond or strategize to enhance the overall experience. This mission aligns perfectly with the demands of modern enterprises. As Lucidya's leadership states, the goal is to help brands build meaningful connections at scale through intelligent, data-driven experiences. Over the past decade, Lucidya has gathered and analyzed data to enhance this capability, ensuring high accuracy in sentiment analysis. Moreover, the platform complies with local regulations and meets global standards, including proficiency in English. It also adheres to stringent security measures, such as the standards set by Saudi Arabia's National Cybersecurity Authority and the Personal Data Protection Law, ensuring secure data handling.

### 3. Key products and features

Lucidya is an AI-native unified Customer Experience Management (CXM) platform that brings together all the tools organizations need to listen, analyze, and engage with customers seamlessly. Their integrated suite of products, spanning from social listening and surveys to omnichannel customer support and AI-driven insights, empowers brands to manage every stage of the customer journey within one secure, intelligent platform. By eliminating data silos and providing a single source of truth for customer intelligence, Lucidya enables organizations to understand audiences deeply, act in real time, and deliver personalized experiences that drive measurable business growth.

Each Lucidya product plays a unique role in building a holistic CX strategy, working together to help brands monitor performance, engage meaningfully, and optimize decisions with actionable insights.

### 4. Social listening & market insights

Understanding customer experience starts with truly listening to customer voices at scale. Lucidya’s Social Listening and Media Monitoring capabilities empower organizations to track, analyze, and act on conversations happening across digital and traditional media, all in one unified view.

With Lucidya Monitor, brands can continuously track mentions and discussions across social media platforms, news sites, blogs, forums, and even TV and radio, giving a complete picture of brand perception and market sentiment.



## Key strengths of Lucidya’s social listening & marketing insights

#### ▶ AI-Powered Arabic understanding

Lucidya’s Arabic NLP engine analyzes 15 dialects and slang with 92% accuracy, ensuring no local nuance or cultural expression is missed

#### ▶ Real-time insights

Detects emerging topics, sentiment shifts, and mention spikes as they happen.

#### ▶ Centralized dashboards

Aggregates all mentions and engagement metrics into one intuitive dashboard for quick decision-making.

#### ▶ Influencer & trend identification

Pinpoints key voices, top-performing content, rising trends shaping your brand narrative.

#### ▶ Crisis & opportunity alerts

Sends real-time notifications for sentiment drops, misinformation, or viral trends — enabling proactive response and reputation protection.

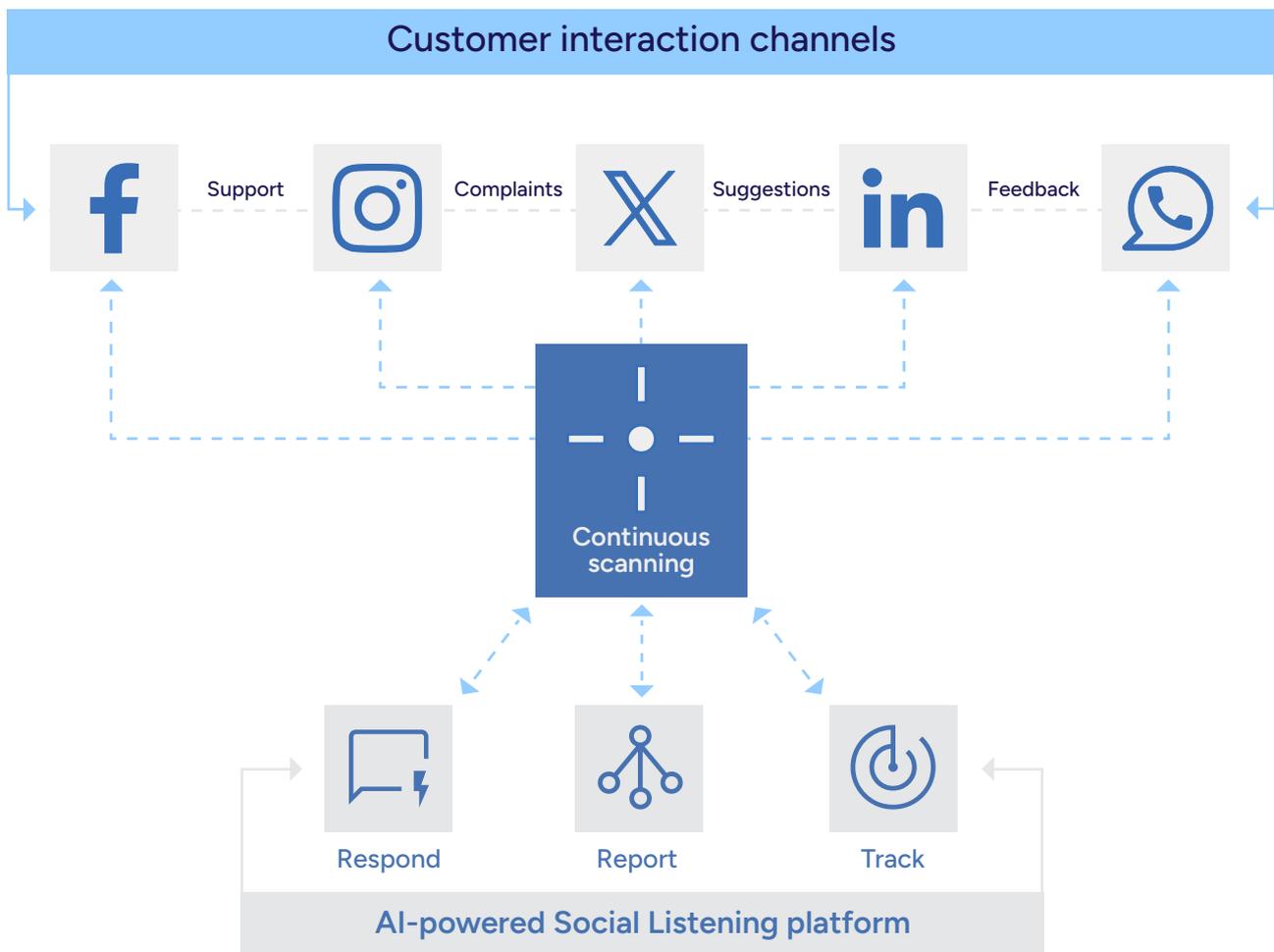
## Business impact of Lucidya's Social Listening product

Lucidya transforms raw online chatter into actionable market intelligence, allowing teams to:

### Business impact

- 1 ▶ Monitor brand reputation and public sentiment in real time.
- 2 ▶ Track campaign performance and competitor mentions to benchmark success.
- 3 ▶ Spot early-warning signals of potential crises or market shifts.
- 4 ▶ Discover growth opportunities by identifying audience interests and content that resonates.

By combining deep Arabic understanding, real-time analytics, and AI-driven insights, Lucidya's Social Listening solution helps brands stay ahead of the conversation, protect their reputation, and make smarter, faster decisions



Source: Frost & Sullivan

## 5. Omnichannel engagement & customer care

Listening is just the first step, the real impact comes from engaging with customers seamlessly across every digital touchpoint. Lucidya’s OmniServe brings customer’s conversations together in one AI-native engagement hub, helping customer service teams to deliver fast, personalized, and consistent support.

With OmniServe, messages from Twitter (X), Facebook, Instagram, WhatsApp, email, and live chat are centralized into a single unified inbox, giving customer service and social media teams full visibility and control without switching between platforms.



### Key strengths of Lucidya’s omnichannel engagement & customer care

#### ▶ Unified inbox

Manage all customer conversations from one place across social, email, chat, and messaging apps.

#### ▶ Smart ticketing & collaboration

Assign cases, set priorities, and collaborate across teams for faster resolution.

#### ▶ Voice of customer at every touchpoint

Capture and unify all customer interactions — from social comments to private DMs — into a single profile for each customer.

#### ▶ AI-powered efficiency

Lucidya’s AI Agent automatically categorizes inquiries by urgency and sentiment, drafts or delivers responses, and handles repetitive queries.

#### ▶ Personalized engagement

Access full interaction history to tailor replies and ensure no customer issue is overlooked.

### AI agent: the digital workforce

Lucidya’s AI Agent acts as an enterprises’ first line of response, managing FAQs, guiding users, and escalating complex cases to human agents when needed. This dramatically reduces response time, increases accuracy, and allows teams to focus on high-value interactions.

### Organizations using Lucidya’s engagement solutions report:

- Up to 900% faster response rates and improved SLA compliance.
- Higher customer satisfaction (CSAT) through timely, personalized service.
- Reduced workload and operational costs by automating repetitive interactions.
- Stronger reputation management, as public issues are resolved quickly and privately.

By integrating AI, automation, and omnichannel visibility, Lucidya transforms customer care from reactive to proactive, ensuring every customer feels heard, valued, and supported.

## 6. Customer feedback & survey analytics

Capturing feedback directly from customers is a cornerstone of a strong CX strategy. Lucidya's Survey product empowers organizations to design, distribute, and analyze surveys with advanced AI, transforming raw responses into actionable insights that drive improvement.

Unlike traditional survey tools that only deliver scores or static reports, Lucidya goes further. Its AI can detect responses in 15 different Arabic dialects and apply its AI-native sentiment analysis to open-ended responses, uncovering themes, emotions, and intent behind every comment. This helps organizations truly understand the "why" behind customer satisfaction or dissatisfaction.



### Key strengths of Lucidya's customer feedback & survey analytics

#### ▶ Presence of AI-driven analysis

Automatically classifies responses by sentiment (positive, negative, neutral) and extracts recurring topics of keywords.

#### ▶ Multilingual and dialect support

Understands and analyzes 15 Arabic dialects with cultural accuracy, alongside support for other languages.

#### ▶ Customizable templates available

Capture and unify all customer interactions — from social comments to private DMs — into a single profile for each customer.

#### ▶ Advanced analytics dashboards

Visualize NPS, CSAT, and verbatim insights in real time.

#### ▶ Survey panel Add-on

Manage and target the right respondent groups for precise and representative feedback.

#### ▶ In-depth professional reporting

Generate shareable reports for executives and stakeholders with visual summaries and trend tracking.

### Use case

A telecom provider can launch a post-service satisfaction survey using Lucidya. Within minutes, the platform analyzes thousands of open-text responses, surfacing top issues like "network speed" or "customer support delays," and correlating them with sentiment trends. Teams can then link this feedback to customer profiles, follow up with dissatisfied users, and close the feedback loop efficiently.

## Business impact of Lucidya’s customer feedback & analytics product

### Business impact

- 1 ▶ Gain a deep understanding of customer sentiment and expectations.
- 2 ▶ Identify key drivers behind NPS and CSAT performance.
- 3 ▶ Prioritize improvement areas with data-backed evidence.
- 4 ▶ Continuously enhance product quality, service delivery, and loyalty.

By combining survey intelligence, AI insights, and customer data integration, Lucidya transforms feedback into a powerful decision-making tool, helping organizations move from listening to meaningful action.

## 7. Unified customer profiles & data integration

One of the biggest challenges in customer experience management is breaking down data silos. Customer information often lives in disconnected systems, from social media platforms and CRMs to web analytics and support tools, making it difficult to get a complete picture of each customer.

Lucidya solves this challenge with Profiles, its built-in Customer Data Platform (CDP) that serves as the single source of truth across the entire CX suite.



### Key strengths of Lucidya’s unified customer profiles & data integration

#### ▶ 360° unified customer view

Consolidates interactions from all touchpoints — social media posts, support tickets, survey responses, transactions, and more — under one customer identity.

#### ▶ Advanced segmentation

Enables precise targeting and personalized campaigns by identifying customer segments based on behavior, sentiment, or lifetime value.

#### ▶ Data governance & security

Fully compliant with global and regional data protection frameworks such as Saudi PDPL, SOC 2, and NIST CSF, ensuring secure and ethical data handling.

#### ▶ Cross-product data integration

Seamlessly connects with Lucidya’s Social Listening, OmniServe, and Survey modules, as well as external systems like CRMs and analytics tools.

#### ▶ Actionable insights

Empowers marketing and customer care teams to tailor their responses and campaigns with real-time contextual understanding.

## Use case

A retail brand uses Lucidya Profiles to merge data from surveys, social listening, and CRM systems. The platform highlights high-value customers showing negative sentiment. This allows the user to segment such profiles and launch a targeted retention campaign specific to this segment or type of profiles. Meanwhile, customer service teams access the same profile to address complaints with full historical context, ensuring personalized and consistent engagement.

## Business impact of Lucidya’s unified customer profiles & data integration product

Business impact	
1	▶ Eliminate fragmented data sources and unify customer intelligence.
2	▶ Drive personalized marketing and contextual customer care.
3	▶ Ensure data privacy compliance across all departments.
4	▶ Increase efficiency by aligning marketing, support, and analytics teams around one shared customer view

By providing a single, trusted customer identity, Lucidya enables organizations to turn scattered data into personalized experiences, smarter decisions, and stronger relationships.

## 8. AI analytics & automation (AI agents)

Powering every Lucidya product is Lucidya’s AI engine; a proprietary, Arabic-first artificial intelligence layer that transforms the platform into a smart, automated CX sentiment analysis model.

Lucidya’s AI is built on years of research and training in Arabic Natural Language Understanding (NLU), achieving over 92% accuracy across 15 dialects — including Gulf, Levantine, and Egyptian Arabic. This makes it one of the most advanced AI engines for Arabic sentiment and intent analysis globally, delivering insights that generic models simply can’t match.

Automation & actionability



**Key strengths of Lucidya’s AI analytics & automation (AI agent)**

▶ **Arabic-focused AI excellence**

Understands dialects, slang, and cultural nuances with unmatched precision — improving accuracy and insight quality by up to 50% compared to standard AI models.

▶ **Bilingual mastery**

Processes Arabic and English seamlessly for multilingual conversations, surveys, and data sources common in MENA markets.

▶ **End-to-end AI coverage**

Embedded across all Lucidya modules — from Social Listening and Surveys to OmniServe — powering intelligent insights and automated decisions in real time

▶ **Lucy - The AI virtual analyst**

A conversational, prompt-based assistant integrated into every dashboard and monitor. Lucy answers questions, summarizes trends, and recommends CX improvements instantly in both Arabic and English.

▶ **Comprehensive text intelligence**

Performs sentiment analysis, theme detection, intent classification, emotion and gender detection, and entity recognition across data sources.

Lucidya’s AI does more than just interpret; it takes action. The platform automates routine workflows through AI Agents, such as:

- Sorting and prioritizing alerts by urgency or sentiment.
- Generating real-time summaries and reports for executives.
- Powering conversational AI bots that engage with customers 24/7.
- Recommending optimization strategies based on detected trends or anomalies.

**Business impact of Lucidya’s AI analytics & automation**

By combining human-level understanding with machine-level speed, Lucidya’s AI transforms data into decisions and actions.

**Business impact**

1	▶ Accelerates CX response time and operational efficiency.
2	▶ Reduces manual workload for analysts and agents.
3	▶ Enhances CX intelligence, ensuring faster, more accurate insights.
4	▶ Drives measurable outcomes, from reputation protection to revenue growth.

Lucidya's AI ecosystem turns raw, multilingual data into actionable intelligence, making it the brain behind every Lucidya experience, one that listens, understands, predicts, and acts.

## 9. Success stories

Nothing underscores the value of a platform better than real-world success stories. Lucidya's client base includes many notable organizations that have leveraged its AI-native CXM suite to overcome challenges and achieve impressive results. Below, we highlight a few case studies across different industries, illustrating how Lucidya drives impact in practice:

### Telecommunications:

The Telecom Regulatory Authority in Saudi Arabia faced an overwhelming volume of public feedback – over 10,000 social media posts every day from consumers and stakeholders. Monitoring this manually for compliance issues or service complaints was nearly impossible. After deploying Lucidya, the agency was able to harness AI to continuously track these mentions and distill them into three daily, detailed reports. Each report provided insights on trending topics, key influencers in the discussion, and sentiment breakdown in the telecom sector. This transformation in monitoring capability allowed the regulator to effectively keep a finger on the pulse of public opinion, respond quickly to emerging issues, and ensure that telecom operators were addressing consumer concerns. In essence, Lucidya turned a flood of unstructured social data into actionable intelligence that informed the authority's decisions. What once was a challenge of scale became an opportunity for data-driven policy and engagement.

### Banking and financial services:

One of the leading banks in Saudi Arabia partnered with Lucidya in 2020 to elevate its customer experience on digital channels. A key achievement for the bank was setting up real-time alerts via Lucidya – designated staff would get instant notifications whenever the bank was mentioned or if specific keywords appeared online. This enabled a proactive approach: the bank's team could immediately engage with customers and influencers discussing the bank, often addressing questions or complaints before they escalated. The alerts were integrated into daily workflows, ensuring that responsiveness was not limited to the working hours window. The feedback from the bank's stakeholders was overwhelmingly positive. In particular, they highlighted the speed of response that Lucidya's alert system facilitated as a standout benefit – by catching negative feedback early and reacting, the bank improved its reputation for customer care and prevented minor issues from becoming major crises. This case shows how Lucidya helps large financial institutions stay agile and customer-centric in their engagement, which is crucial in an industry where trust and service quality drive loyalty.

## Retail and FMCG:

In the fast-moving consumer goods sector, understanding consumer preferences is everything. A renowned retail leader (with many physical and online sales channels) used Lucidya to intensify its focus on customer feedback for product development. Through Lucidya's social listening and analytics, they continuously collected consumer opinions about their products and competitors' products on social media. By analyzing this feedback loop, the company identified which product features were hits and which were misses in the eyes of their customers. They fed these insights directly into their R&D and marketing strategy. The result was the development of new product offerings that were much more closely aligned with customer tastes and preferences, as identified through Lucidya's data. This customer-centric innovation approach not only improved the success rate of new product launches but also reinforced the brand's reputation for listening to consumers. In a competitive retail environment, this retailer strengthened its market position by leveraging Lucidya to ensure they are making what customers actually want, thereby boosting customer satisfaction and loyalty.

Lucidya's impact across various industries highlights key themes: proactivity, speed, and data-driven action. It allows organizations to transition from reactive customer service to proactive experience management by monitoring customer sentiment. This enables quick decisions to address issues, adjust campaigns, and manage crises, ultimately improving outcomes. Success stories show that Lucidya enhances both top-line and bottom-line performance, improving brand sentiment and operational efficiency while generating cost savings and mitigating risks. Clients often develop long-term partnerships, demonstrating sustained value. For enterprises considering CXM solutions, these cases illustrate Lucidya's ability to deliver measurable customer satisfaction and loyalty benefits.

## 10. Conclusion

As businesses navigate the modern, customer-centric landscape, one truth stands out: exceptional customer experience is no longer a luxury but a necessity for sustained success. Enterprises must actively listen to their customers, understand their needs and sentiments deeply, and respond in a timely, personalized manner across all channels. Achieving this at scale is a formidable challenge, one that requires the right blend of technology, intelligence, and strategic focus.

Lucidya's AI-native customer experience management platform has emerged as a compelling solution to this challenge, especially for organizations in the Arabic-speaking world. By offering a unified suite that combines social listening, omnichannel engagement, feedback analytics, and AI-driven insights, Lucidya enables companies to truly become customer-centric in their operations and decision-making.

To summarize Lucidya's value proposition: it helps businesses "listen, engage, and delight" their customers at every digital touchpoint. With Lucidya, an organization can convert the chaos of online chatter and feedback into a clear roadmap for action, whether that means fixing a product issue, tailoring a marketing campaign, or simply responding to an individual customer's inquiry before it becomes a complaint. The platform's strength in Arabic NLU and local data compliance makes it uniquely positioned for Arab world markets, while its adherence to world-class AI practices and support for English and other channels means it competes head-to-head with global CXM offerings.

Lucidya's emphasis on AI innovation has also positioned it for the future of CX. The company's forward-looking development of AI Agents suggests that it is not resting on its laurels. As AI capabilities advance, Lucidya is integrating these into its platform to provide even more automation and intelligent assistance. This aligns with a future where AI might handle large portions of customer interaction, guided by human strategy. Lucidya's investments, including the largest AI funding round in MENA and backing from strategic partners, indicate that we can expect continued advancements in its platform's capabilities. Enterprise clients will benefit from this continuous innovation cycle, receiving updates that keep them on the cutting edge of CX technology – from more granular analytics to more autonomous service features.

In conclusion, enterprise clients looking to elevate their customer experience strategy should consider Lucidya as a partner of choice. With its blend of technical prowess (AI and analytics), strategic insight (CX domain expertise), and regional alignment (language, culture, compliance), Lucidya offers a powerful platform to achieve market-leading customer experience. Adopting Lucidya can help organizations turn the voice of the customer into a strategic asset – driving innovation, loyalty, and growth. As the case studies showed, whether it's boosting customer satisfaction, protecting brand reputation, or unlocking new market insights, Lucidya delivers tangible results. Lucidya blends technical innovation with strategic value, helping enterprises enhance customer experiences and build loyalty in a competitive market. By prioritizing meaningful interactions, Lucidya equips businesses with the tools to transform customer connections into lasting relationships.

F R O S T  S U L L I V A N

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