

ry/ze

A CUSTOMER AT
TECH AGENCY



DO

LESS

ACHIEVE

MORE

We're your partner in digital elevation. We are a boutique agency that crafts bespoke digital experiences that are as unique as your business. Our customer-centricity will help your business rise above the competition.

We engineer growth. Our tech-savvy team harnesses the latest innovations to deliver solutions that are not only visually stunning and functionally flawless but strategically aligned with your business goals. We ensure that each project we undertake is a stepping stone to your success.

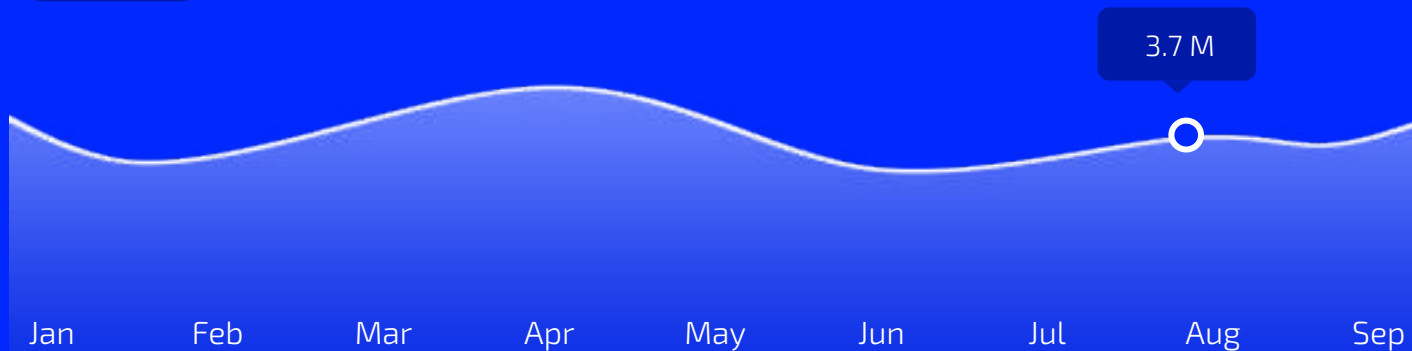


CUSTOMER CENTRIC



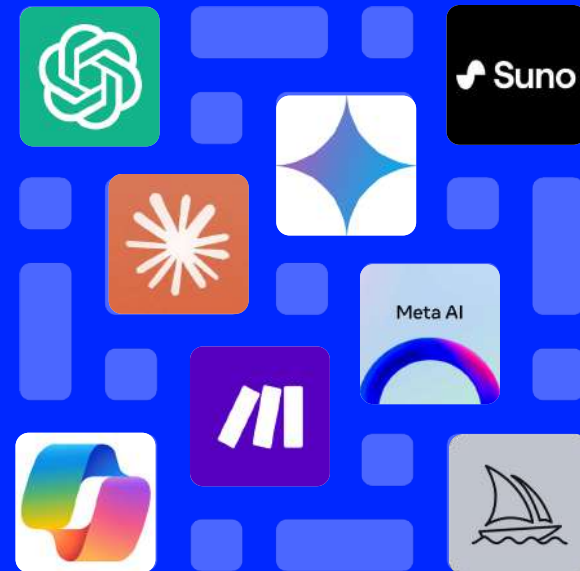
DATA DRIVEN

20% ↑



AI POWERED

/imagine



OUR PILLARS

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DEEP DIVES

We Listen to and listen to your clients



CONTINUOUS IMPROVEMENT

Data-Driven
Refinements &
Scalability Planning

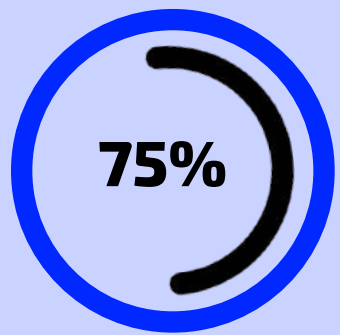


CLIENT SUCCESS TRACKING

ROI measurements & Consultation
for future growth



COMPETITIVE INTELLIGENCE



Local – Regional – Global

USER CENTRIC DESIGN



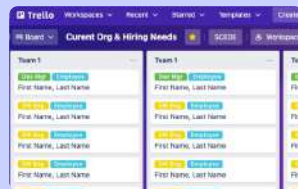
 **34,000**
VIEWS

 **80%**
NPS



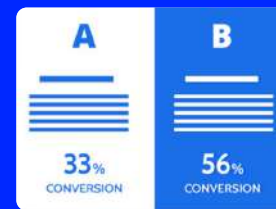
AGILE METHODOLOGY

Iterative sprints &
regular client
check-ins



QUALITY ASSURANCE

Performance
Optimization



LAUNCH & IMPLEMENTATION

Smooth implementation &
knowledge transfer



OUR FRAMEWORK

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01 **EVERYTHING WEB**

02 **MOBILE APP**

03 **E-COMMERCE**

04 **AI DRIVEN MEDIA MARKETING**

05 **MARKETING AUTOMATION**

06 **CX – CUSTOMER EXPERIENCE**

07 **INTEGRATION & AUTOMATION**

08 **ODOO ERP**

09 **SEO**

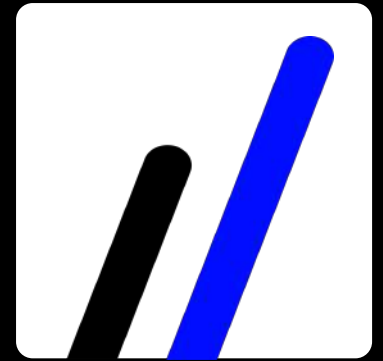
10 **DIGITAL SIGNAGE**

At RYZE, our expert team doesn't just deliver projects – we craft success. Every digital solution is powered by innovation and tailored to elevate your business.

Blending Innovation with Practicality

100%
Happy Customers

Our clients' success fuels our growth. Your satisfaction isn't just a goal—it's the driving force behind our continuous innovation and ascent in the digital landscape.



BUSINESS EFFICIENCY

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HUSSEIN
SERVANT LEADER



WALEED
MANAGING PARTNER



AHMED
PRODUCT OWNER



ASEEL
UI/UX LEAD



HANA
E-COM LEAD



MUSTAFA
ERP GURU



**DIVERSE
TALENTS**

MOHAMAD
ERP SYSTEM ANALYST



ABDULLAH
FULLSTACK DEV



OMAR
FULLSTACK DEV



MOHAMAD
MOBILE DEV



YAHYA
MOBILE DEV



MOHAMAD
SEO GURU



RYZO
AI AGENT



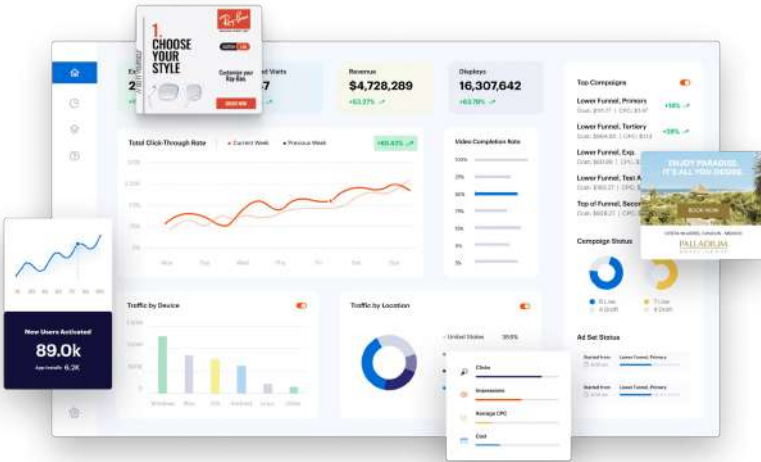
OUR CHAMPS

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ZOOMING IN

AI POWERED MEDIA MARKETING



ALL SUCCESS STORIES > KLARNA

K

Klarna maximizes sales by delivering the right ads with the right audiences on-app via Criteo – Commerce Grid

3x

Higher conversion on Klarna vs. other apps

2x

Higher CTR on Klarna vs. other apps

81%

Criteo's advertisers bid rate, 22% above average

CRITEO

Lead Retargeting

New Customer Acquisition

Multi-Channel Campaigns

AI-Driven Personalization



MG Motor takes the fast lane, increasing new leads by over 115% through leveraging social

+115%

New leads

-60%

Bounce rate



MAF Carrefour drives omnichannel success with first-party transactional and behavioral data for enhanced onsite display campaigns

+31%

Increase in units per clicks for a Beauty Brand*

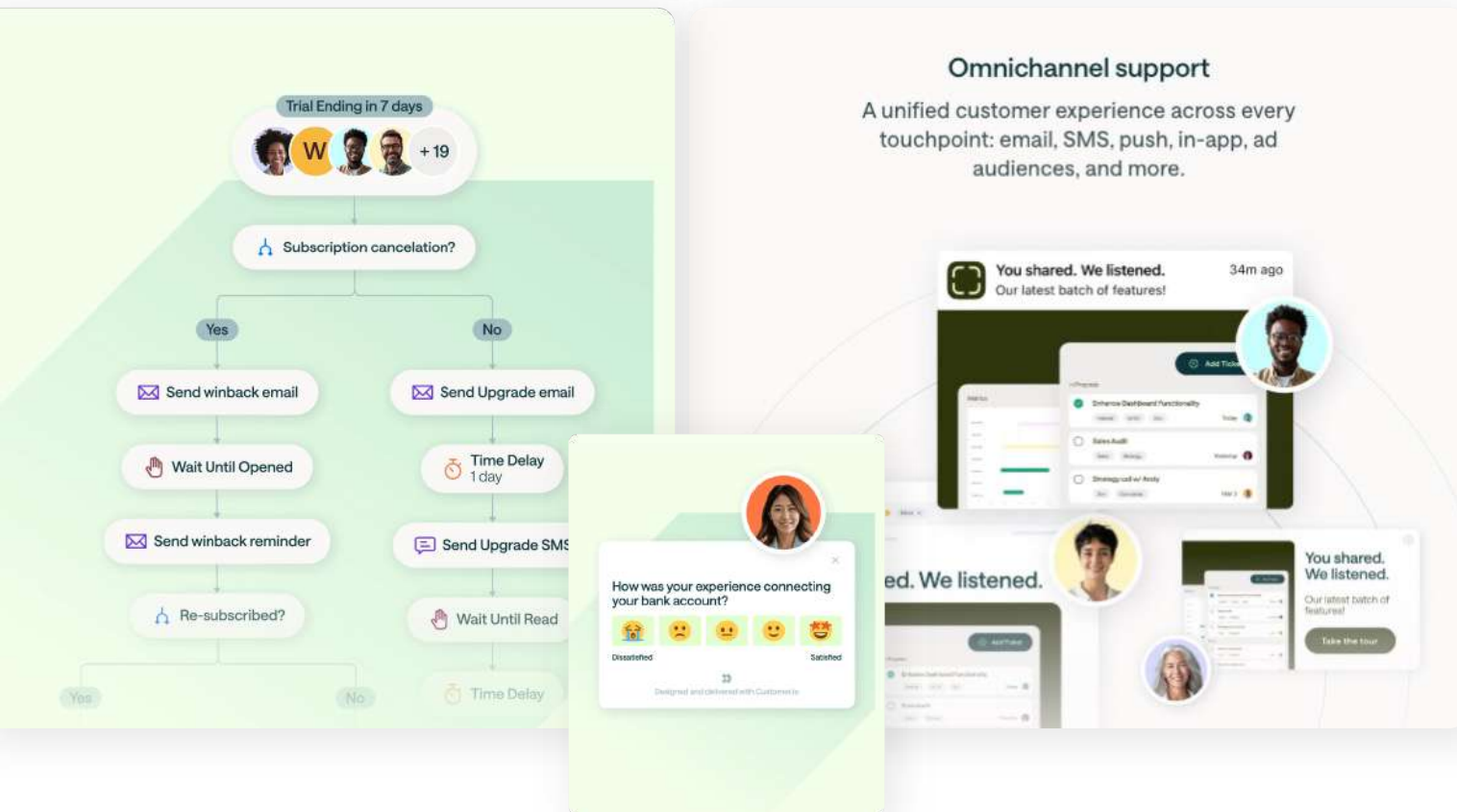
+58%

Increase in click-through rate for a CPG Brand*

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CRM, CEP & MARKETING AUTOMATION



Our **Marketing Automation** service helps you streamline communication, personalize customer journeys, and maximize ROI — all on autopilot.

From email flows and WhatsApp triggers to full-funnel automation — we craft smart strategies that turn leads into loyal customers.

AI POWERED – OMNI CHANNEL CHATBOT

5 Key Points About Conversational Chatbot

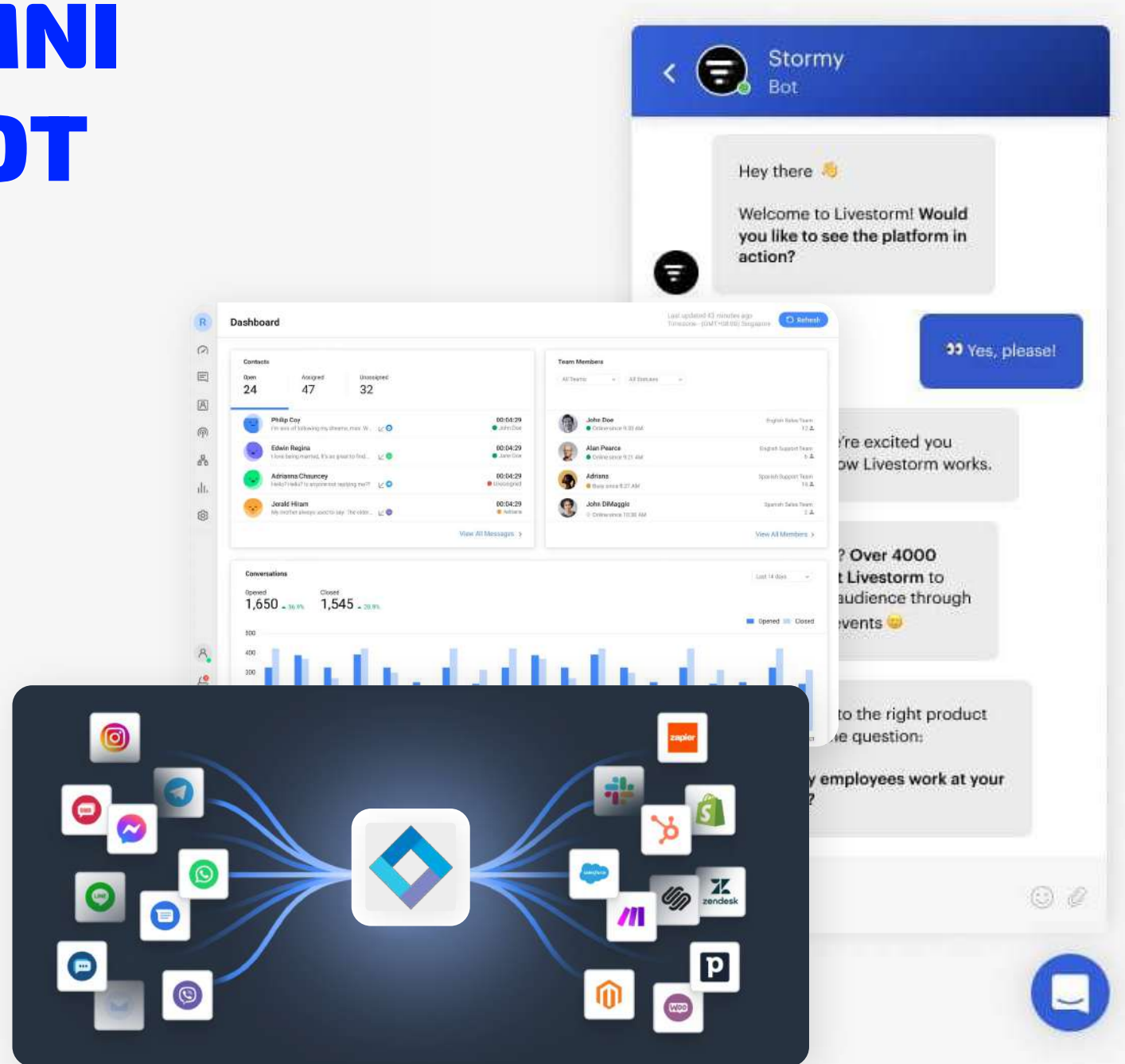
AI Intelligence: Handles customer queries efficiently with machine learning, offering quick, accurate responses.

Omni-Channel Support: Seamlessly integrates across websites, apps, WhatsApp Business, and social media platforms.

Team Collaboration: Enhances team engagement by routing conversations to the right agents and providing shared inboxes.

Lead Generation & Engagement: Captures leads, nurtures them with targeted messages, and boosts customer interactions.

24/7 Availability: Ensures round-the-clock customer support, reducing response times and increasing satisfaction.



Maximize Customer Lifetime Value

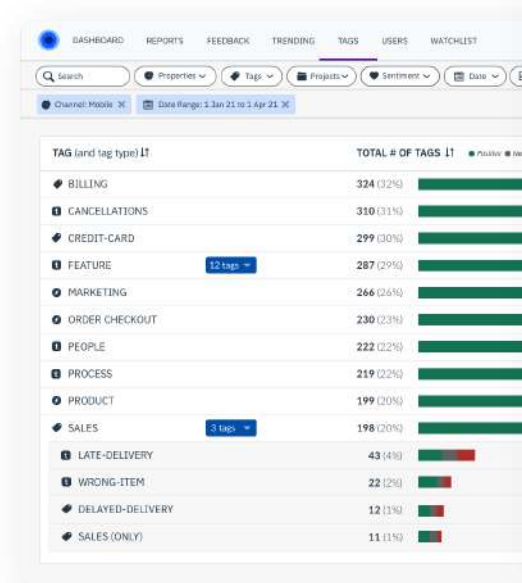
Collect Feedback at touchpoints throughout the customer. Customer experience management that drives retention, engagement, NPS and CSAT.

Awareness

Research

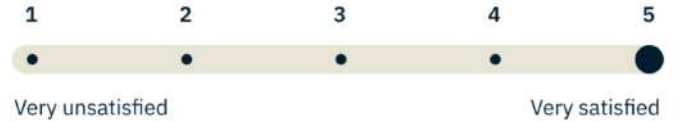
Interest

Decision



Customer survey

How satisfied are you with the service you received today?



Thank you! Care to tell us why?

Value

Service

Quality

Friendliness

Cleanliness

Staff

Front desk

Wait time

I ...

Meet your customers where they are to gather richer insights

Website

WhatsApp

SMS

Email

Chatbot

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ODOO ERP FOR OPERATIONAL EFFICIENCY

CRM

Pipeline

Customers

Reporting

Configuration

Pipeline

Search...

Filters Group By Favorites

New

Qualified

Proposition

Negotiation

Won

Interest in your Graphic Design Project

Software

\$ 24,000.00, Agrolait

Stars

Avatar

Trainee's training plan in your Organization

Information Training

\$ 35,000.00, Delta PC

Stars

Avatar

Would appreciate more information about your products

Software

\$ 11,000.00, Agrolait

Stars

Avatar

Interest in your customizable PCs

Product

\$ 15,000.00, Campocamp

Stars

Avatar

Interest in your...

Software

\$ 2,000.00, Agrolait

Stars

Avatar

Script to Import external data

Services

\$ 5,600.00, Campocamp

Stars

Avatar

Plan to buy 60 keyboards

Product

\$ 40,000.00

Stars

Avatar

CRM

Sales

Reporting

Configuration

My Activities

CREATE

GENERATE LEADS

Download

Filters

Group By

Favorites

1-9 / 9

	Opportunity	Contact Na...	Email	Phone	Company	Ne
☐	5 VP Chairs	Benjamin Flor...	vauxoo@yourcompa...	+58 212 681 0538	My Company	
☐	Modern Open Space	Henry Jordan	henry@elight.com		My Company	
☐	DeltaPC: 10 Comput...	Leland Martin...	info@deltapc.com	(803)-873-6126	My Company	
☐	Info about services		info@agrolait.com	+32 10 588 558	My Company	
☐	Access to Online Cat...		lumber-inv92@exam...	(828)-316-0593	My Company	
☐	Global Solutions: Fur...	Robin Smith	info@deltapc.com	(803)-873-6126	My Company	
☐	Need 20 Desks		info@mycompany.net		My Company	
☐	Office Design Project		info@agrolait.com	+32 10 588 558	My Company	
☐	Quote for 12 Tables	Will McEncroe	willmac@rediffmail.e...		My Company	

My Activities

Search...

Filters Group By Favorites

1-9 / 9

My Activities

Unassigned

My Assigned Partners

Lost

Creation Date

Closed Date

Late Activities

Today Activities

Future Activities

Archived

Add Custom Filter

Stage

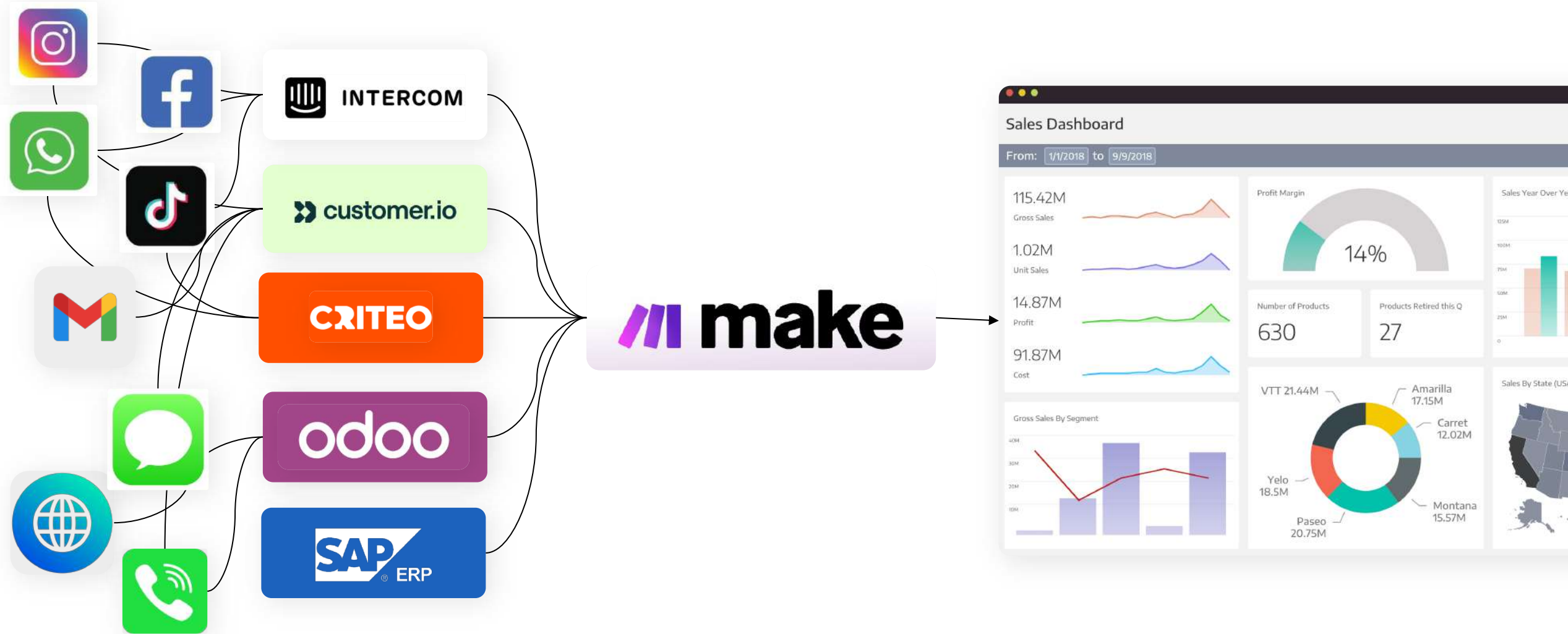
contains

Won

APPLY

+ ADD A CONDITION

INTEGRATING EVERYTHING FOR DATA DRIVEN INSIGHTS



DIGITAL SIGNAGE & INTERACTIVE SCREENS



Digital signage to turn the attention of your customers at all times and keep them informed of offers or new releases.



U E S
VE AN IMPRESSION



Mobil
Service



Taajeer Finance



refer

KOOHEJI
JEWELLERY



دارا السعودية
D A R

TAAJEER FINANCE

01 MOBILE APP

02 WEB APP

03 WEBSITE

04 MARKETING AUTOMATION

05 CRM

06 PDPL STRATEGY

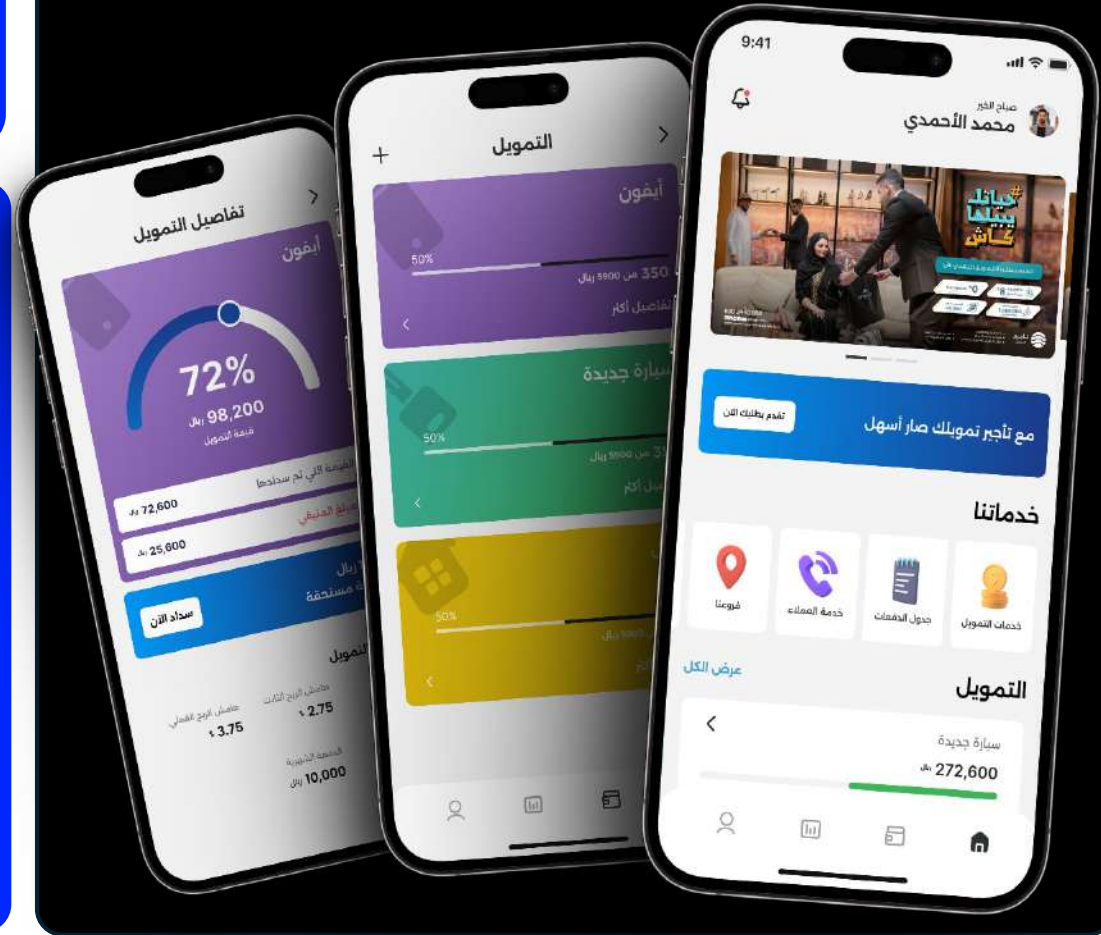
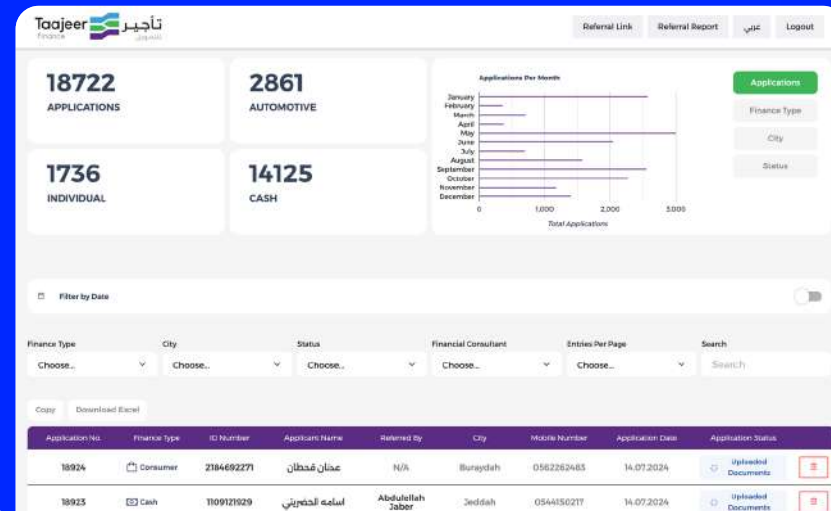
06 SEO

07 DIGITAL CARDS



60K SAR
SAVING PER YEAR

18,722
APPLICATIONS IN MONTHS



OUR WORK

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REFER

01 MOBILE APP

02 BRANDING

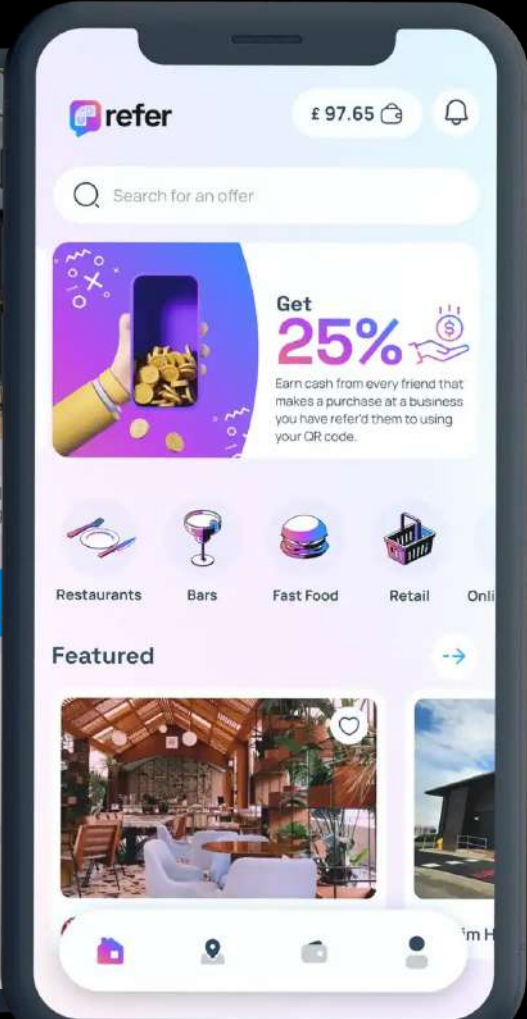
03 LAUNCH STRATEGY

04 AI FOR DATA UTILIZATION

150 +
SIGNED BUSINESSES
IN MONTH ONE



UK
BASED MOBILE APP



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MADAREK

01

MOBILE APP

02

WEB APP

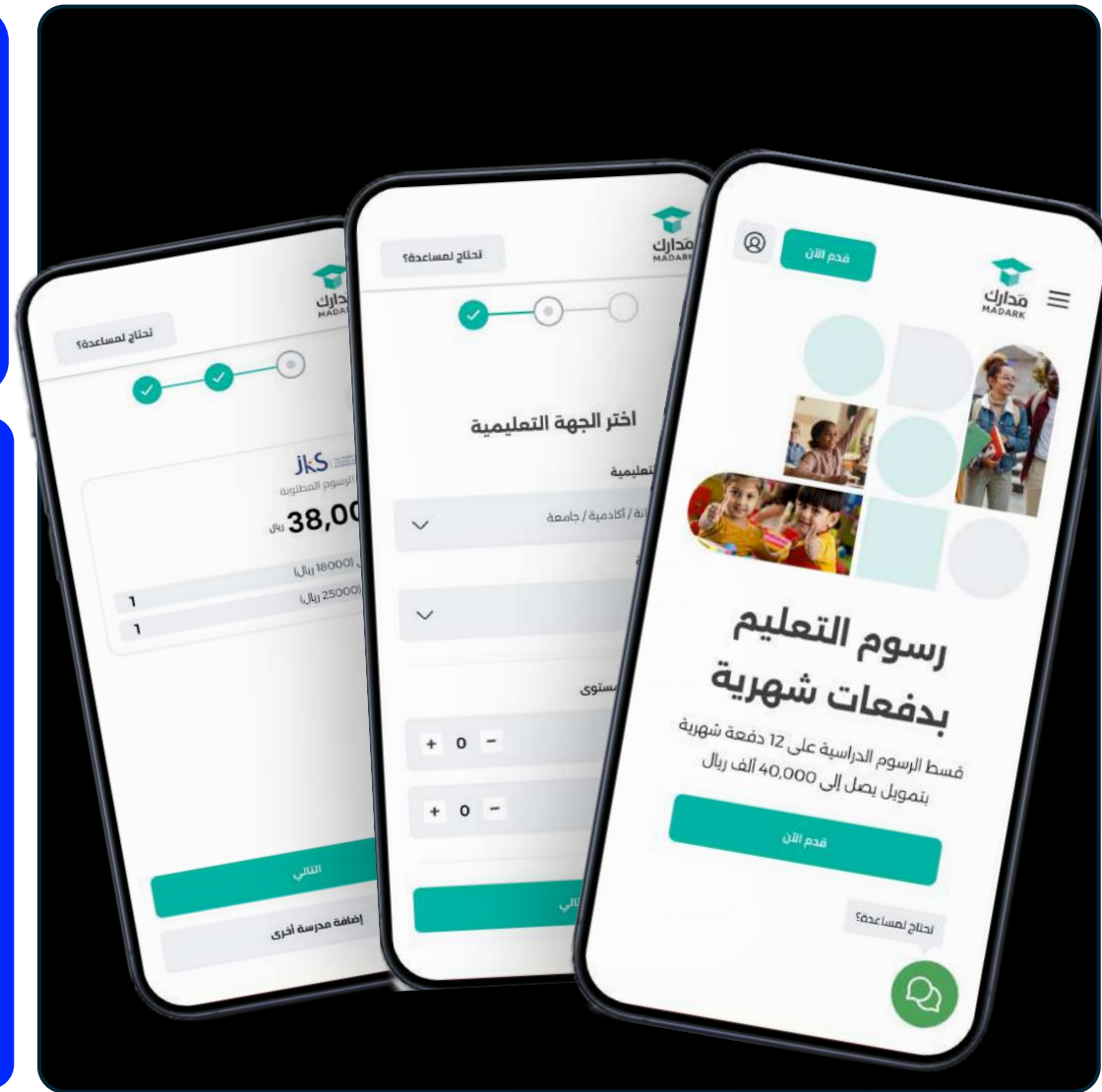
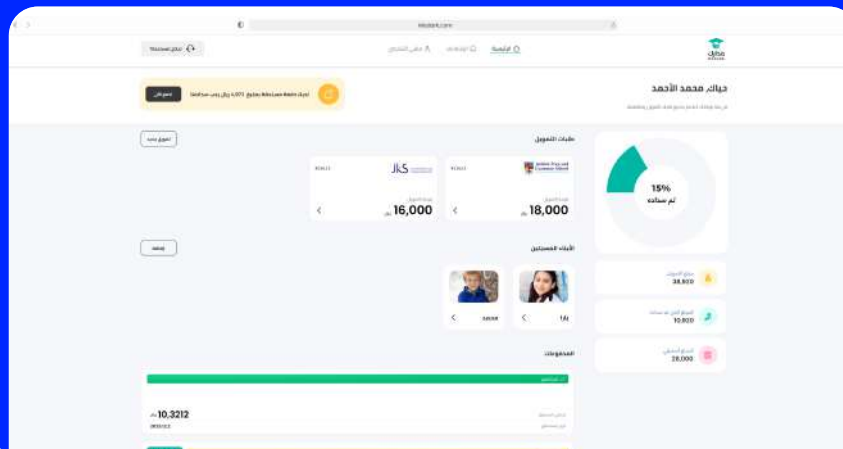
03

BRANDING

REDUCE
APPLICATION
PROCESS DURATION
TO 2 MIN

2
MIN

SEMA COMPLAINT FINTECH APP



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HUES FLORIST

01 WEBSITE

02 E-COM STRATEGY

03 E-COM
MANAGEMENT

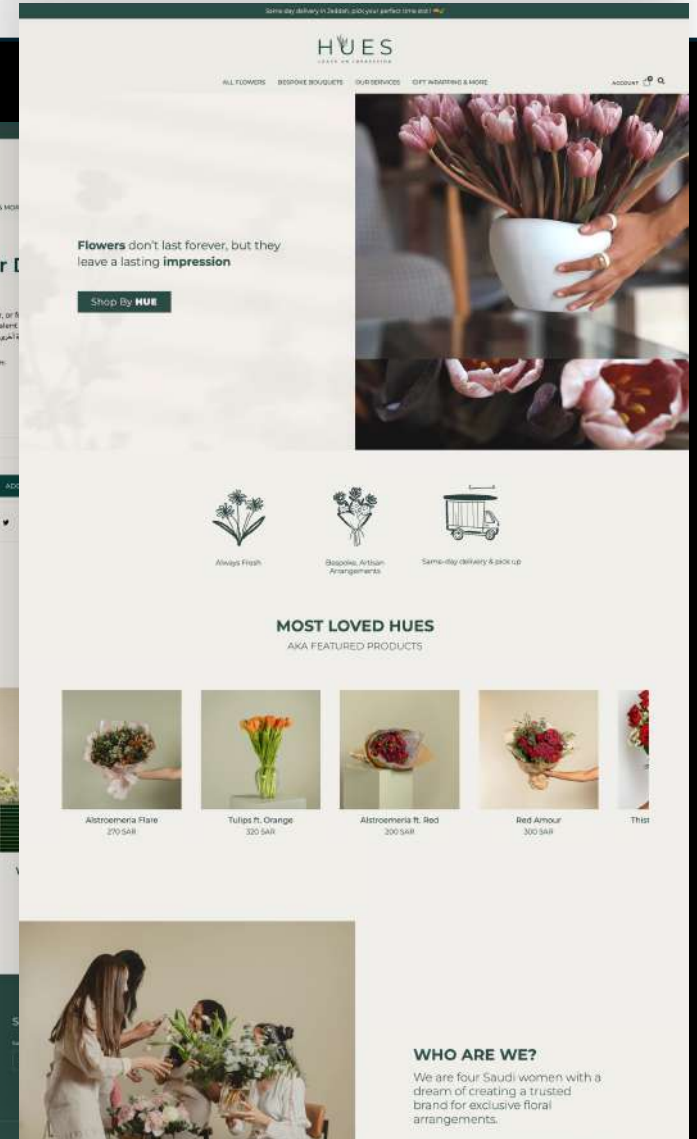
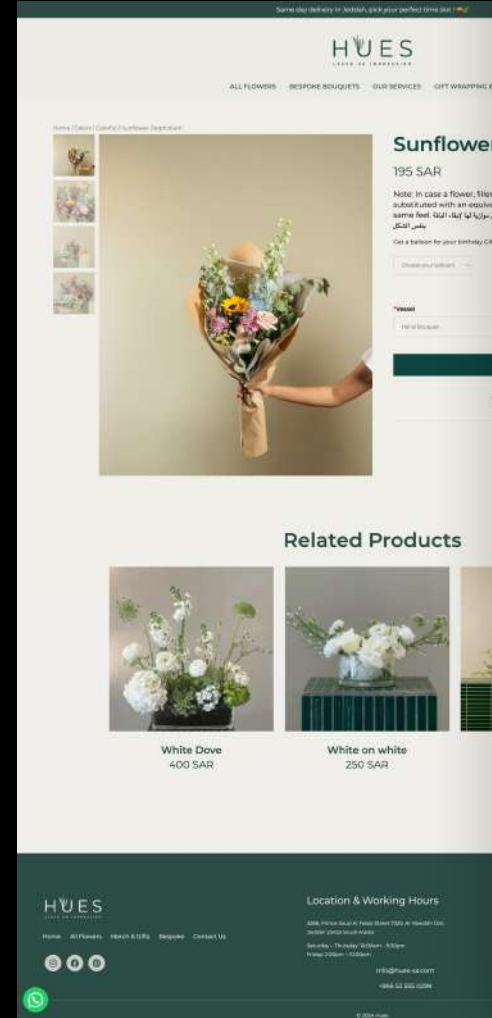
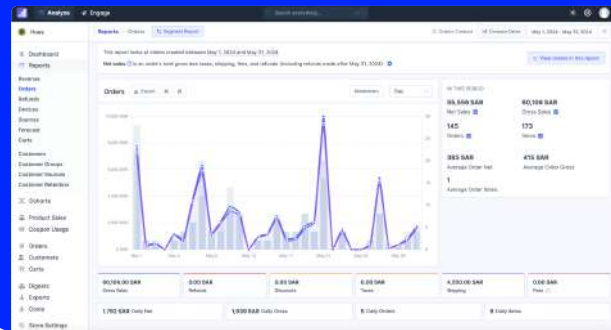
04 SEO

05 LOYALTY PROGRAM

Search...

ORGANIC TRAFFIC
INCREASE BY
63%

2K to 55K
E-COM SALES INCREASE IN
4 MONTHS



OUR WORK

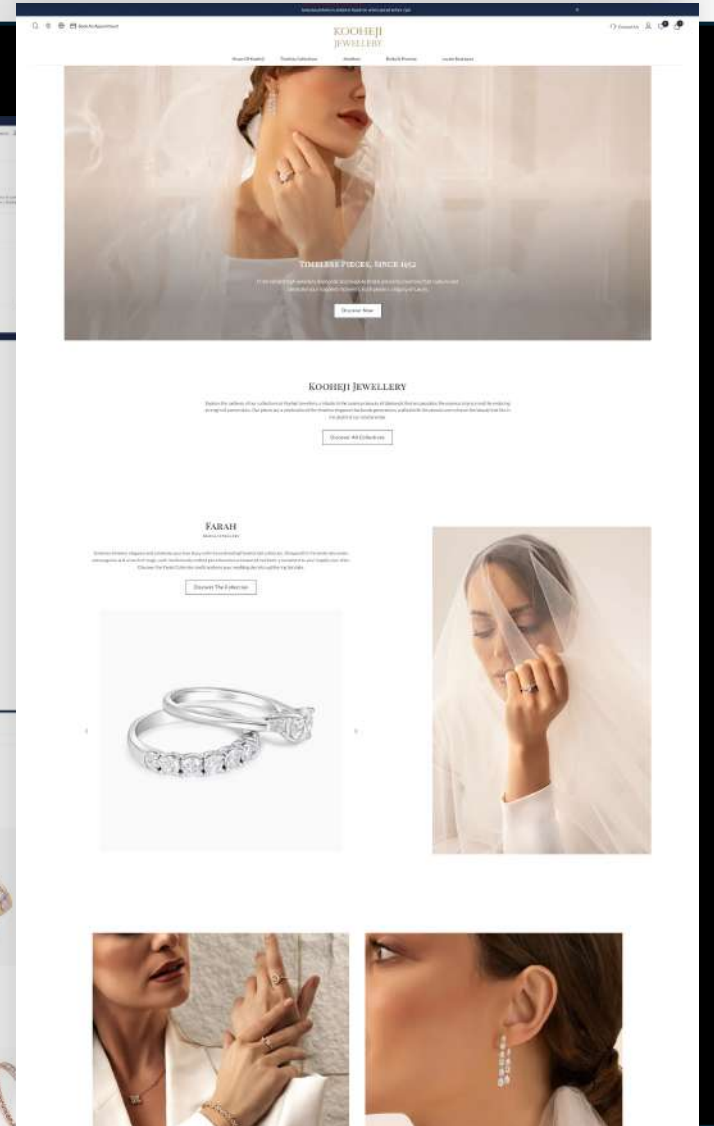
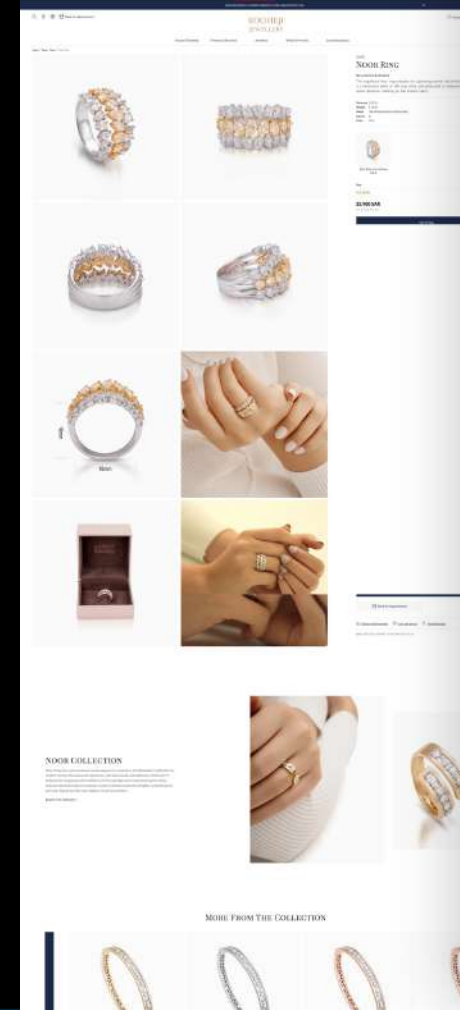
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KOOHEJI JEWELLERY

- 01 WEBSITE
- 02 E-COM STRATEGY
- 03 E-COM MANAGEMENT
- 04 LAUNCH STRATEGY
- 05 CONTENT & SEO
- 06 CX
- 07 ERP INTEGRATION
- 08 CRM INTEGRATION
- 09 OMNI CHANNEL
- 10 PR

ENGAGING RING SIZER



OUR WORK

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SAQIFAT AL SAFA

01 WEBSITE UI/UX

02 WEBSITE
DEVELOPMENT

03 REAL ESTATE
LISTING SYSTEM

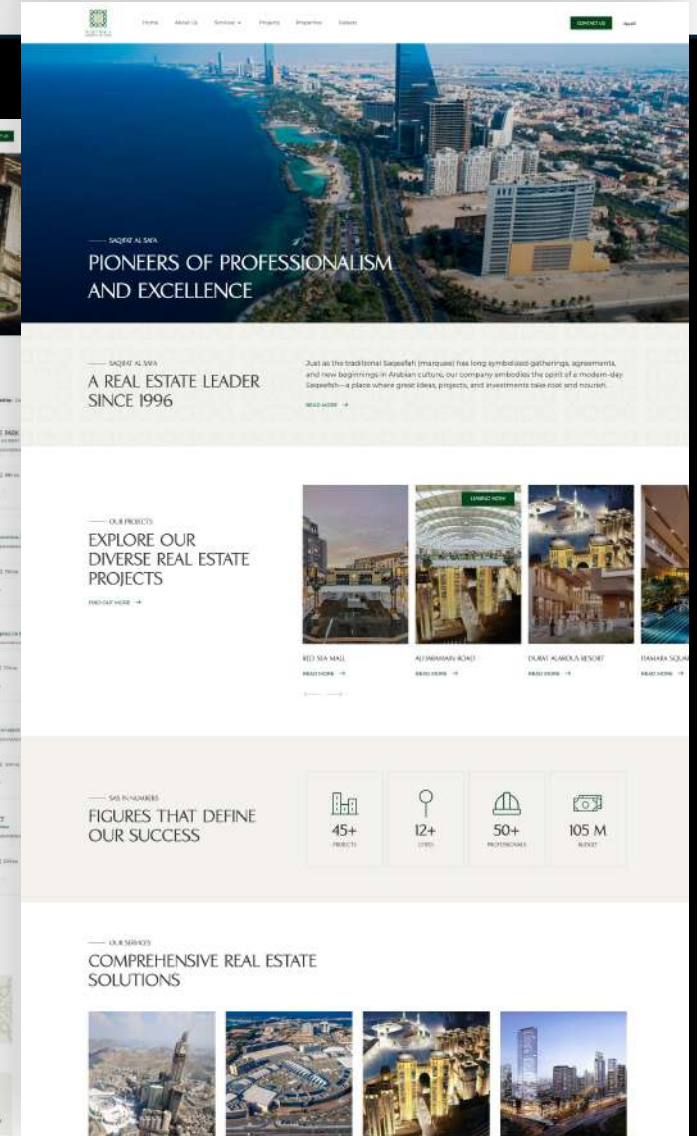
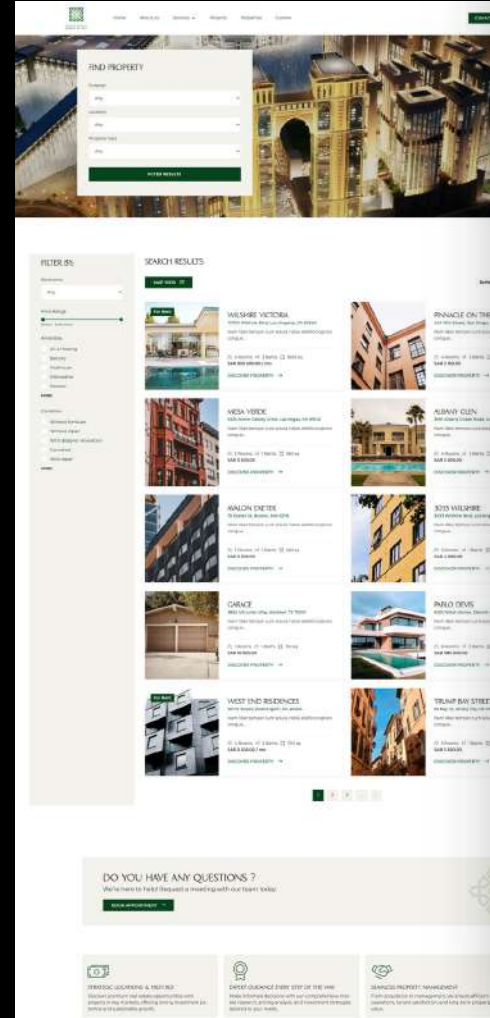
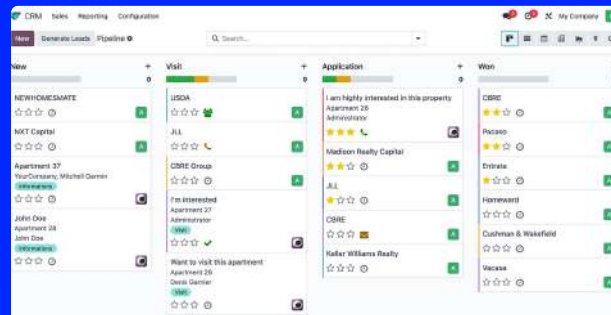
04 BUSINESS SOPs

05 ODOO ERP
IMPLEMENTATION

06 ODOO ERP
INTEGRATION

A FULLY INTEGRATED REAL ESTATE LISTING SYSTEM

Odoo FULL ERP IMPLEMENTATION & INTEGRATION



OUR WORK

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DARA SAUDI

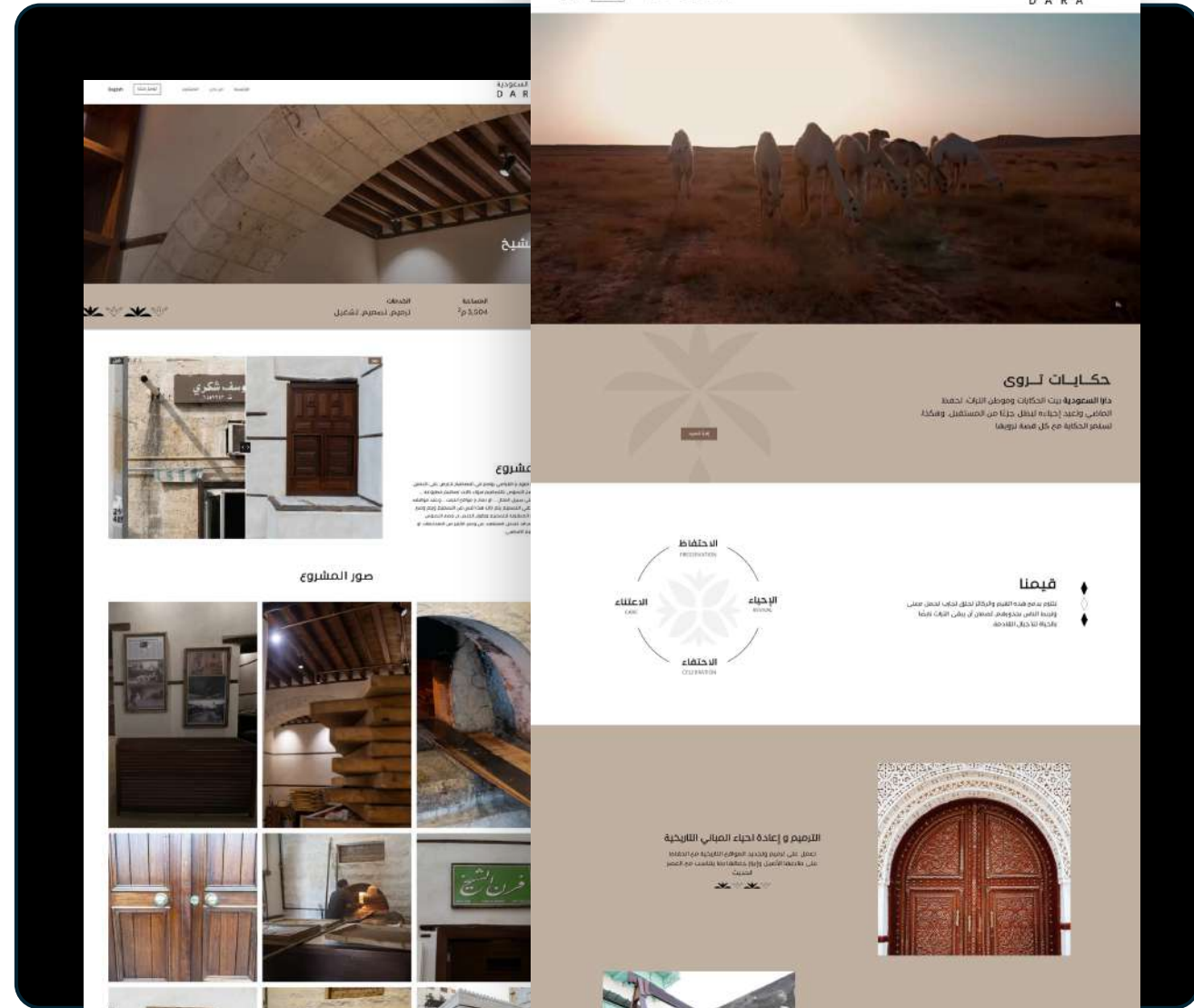
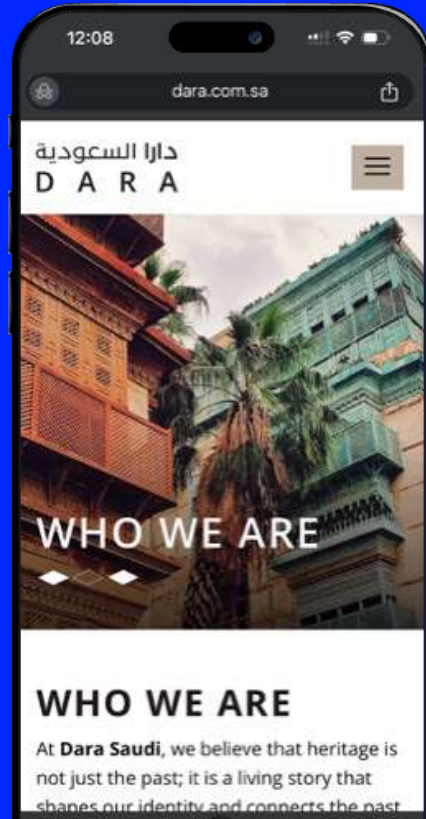
01

WEBSITE DESIGN

02

WEBSITE
DEVELOPMENT

FULLY MOBILE OPTIMIZED EXPERIENCE



OUR WORK

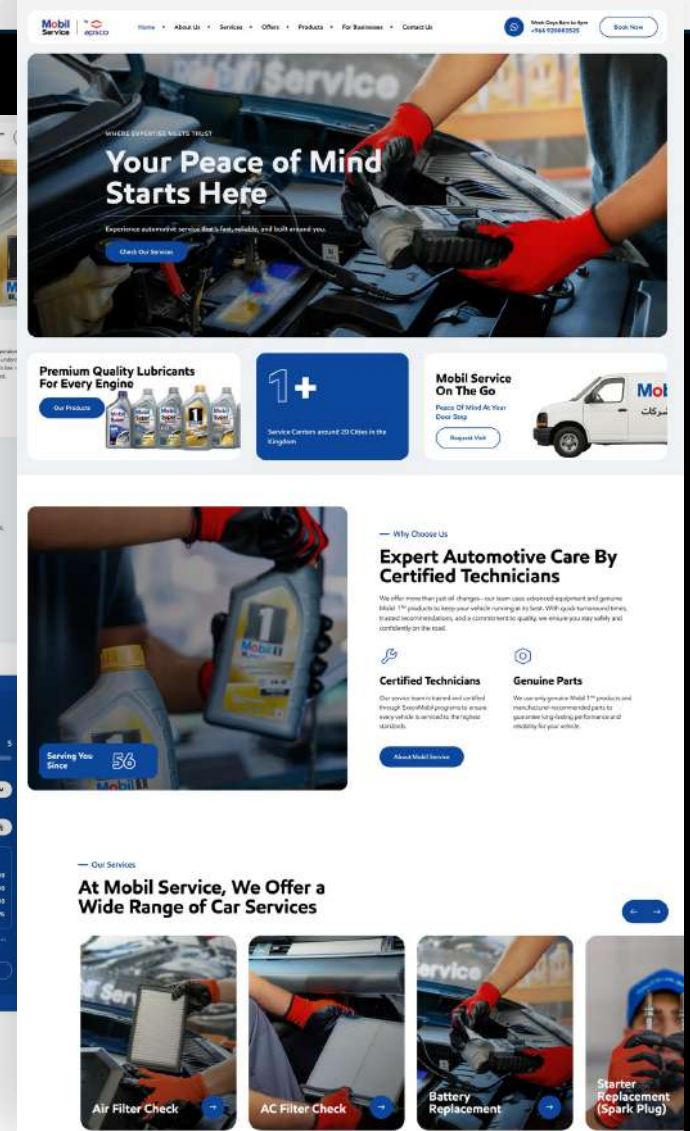
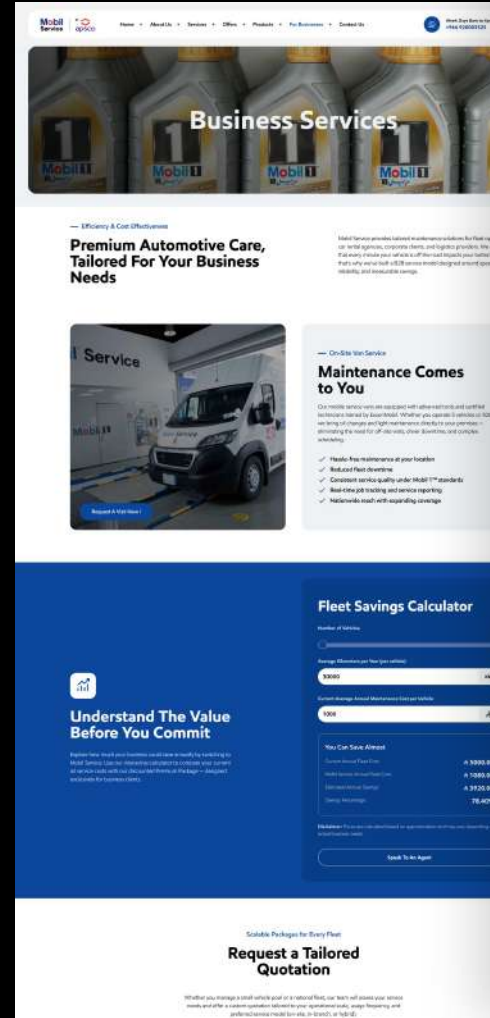
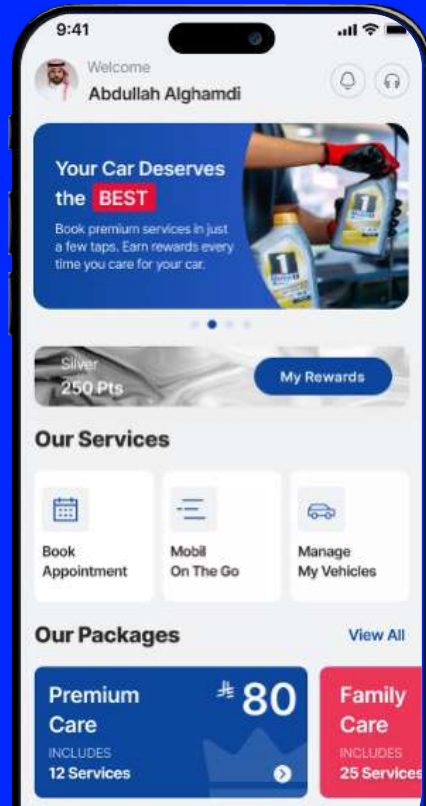
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MOBIL SERVICE

- 01 WEBSITE
- 02 BOOKING SYSTEM
- 03 CRM
- 04 LOYALTY

CUSTOMER FACING APPLICATION



OUR WORK

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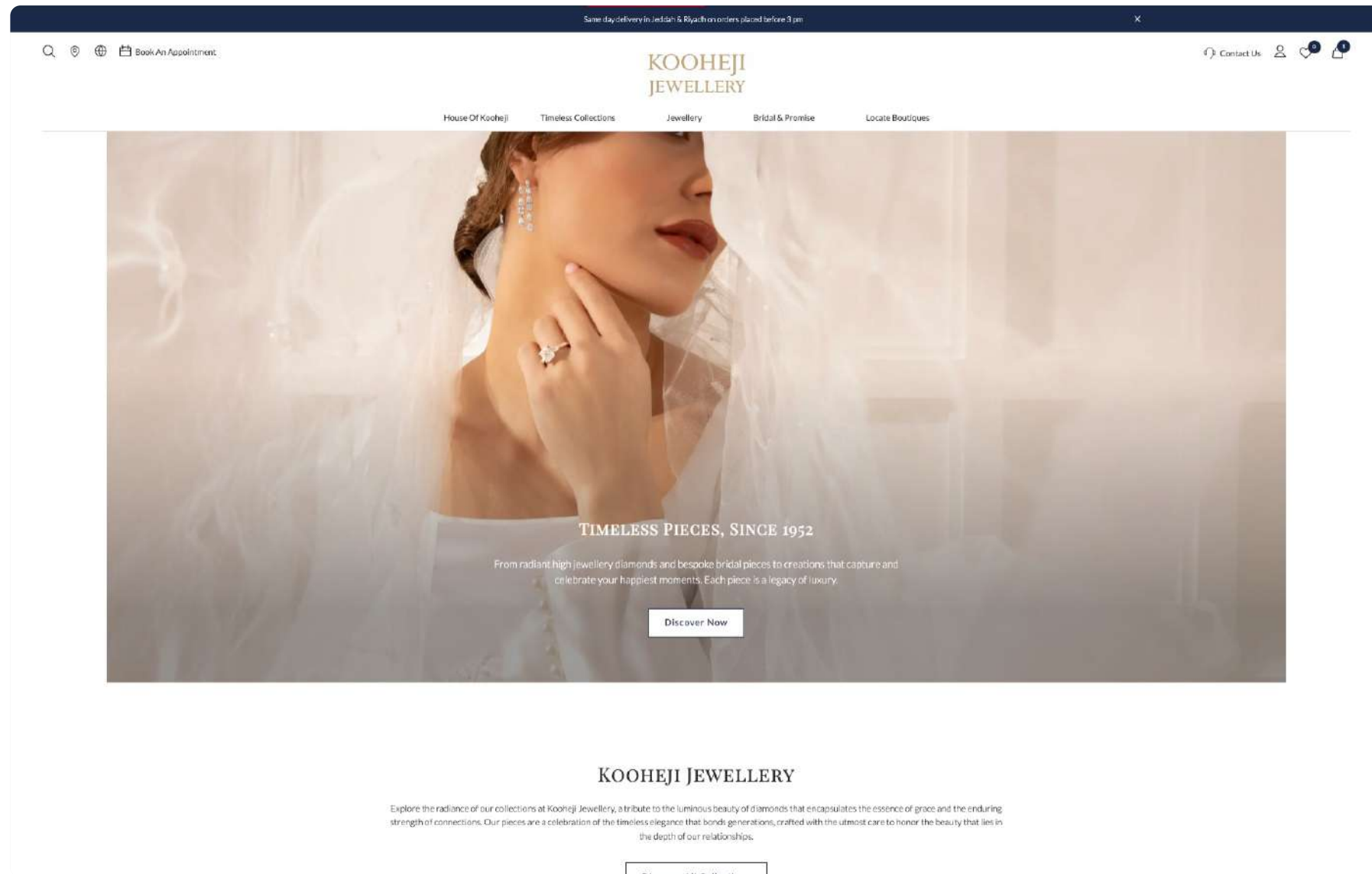
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KOOHEJI JEWELLERY

CASE STUDY

Kooheji Jewellery

A Different Customer Experience



PROJECT OVERVIEW

Kooheji Jewellery, a prominent figure in the Saudi luxury jewellery market, aims to elevate their online presence by developing a world-class e-commerce platform. This initiative is designed to expand their market share in online shopping, boost sales, and attract a larger customer base.

By enhancing the website, Kooheji Jewellery intends to improve key business performance indicators (KPIs) and establish the site as a significant revenue-generating channel.

A thorough analysis of the current website has been conducted, alongside competitive intelligence benchmarking against both local and global brands. This approach helped in understanding market trends and best practices among similar businesses and create a seamless cohesive user experience.

IDENTIFYING THE KPIs

Improve customer experience, increase customer engagement, raise brand awareness, customer loyalty, and improve business efficiency “Less Cost Higher Revenues through capitalizing Cross and Upsells Opportunities.

NPS

Customer Effort Score

Customer Lifetime Value

Customer Retention Rate

Conversion Rate

Repeat Customer Rate

Cost Of Customer Acquisition

FIRST IS FIRST

Identifying Our Customers



CREATING CUSTOMER PERSONAS



A persona is a representation of your target audience based on market research describing their demographics, interests, goals, and challenges.

Goals

Daily Challenges

Common Objections

Biggest Fears

Change Expectations

Purchase Criteria

Usually, any persona should attend all stages of a typical buyer's journey represented below

Needs

Background

Frequency

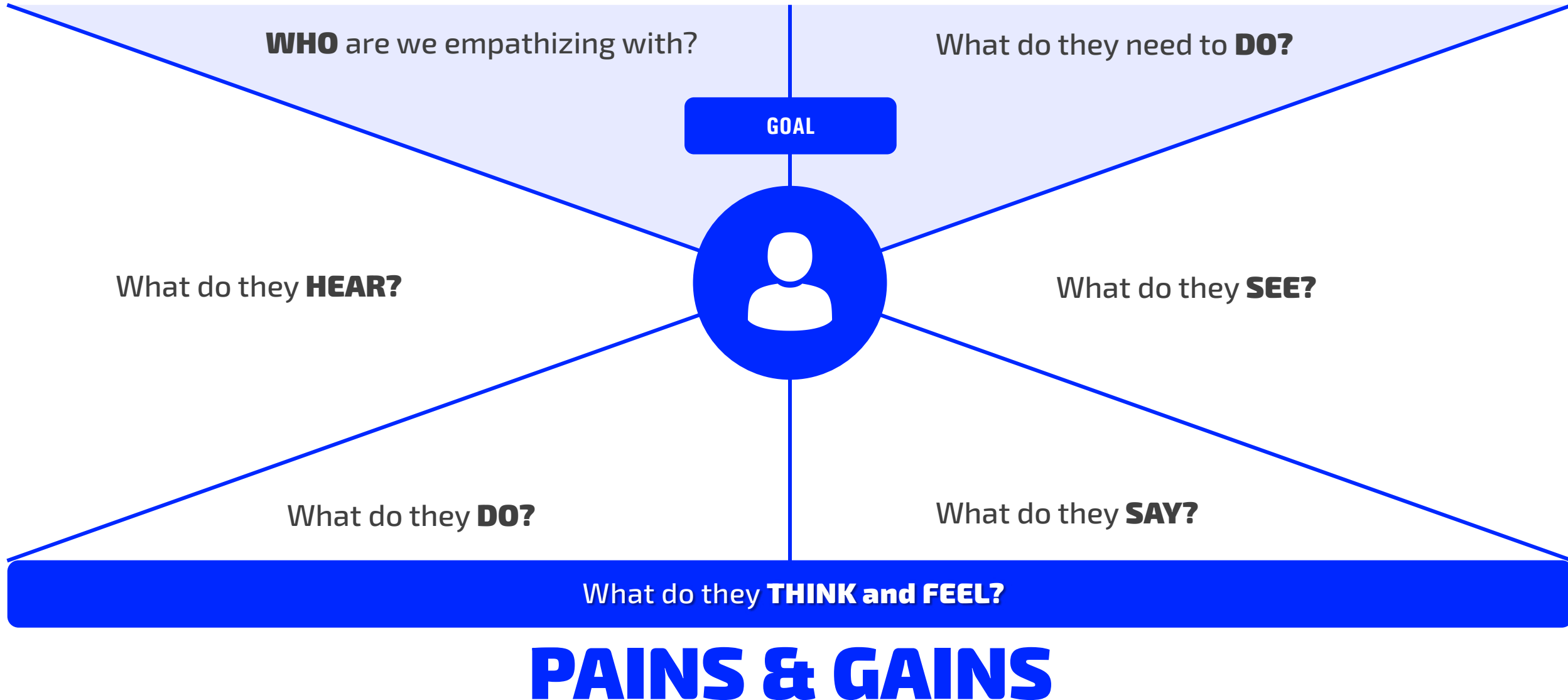
Demographics

Typical Buyer's Journey

Awareness → **Research** → **Interest** → **Decision**

DEVELOPING AN EMPATHY MAP

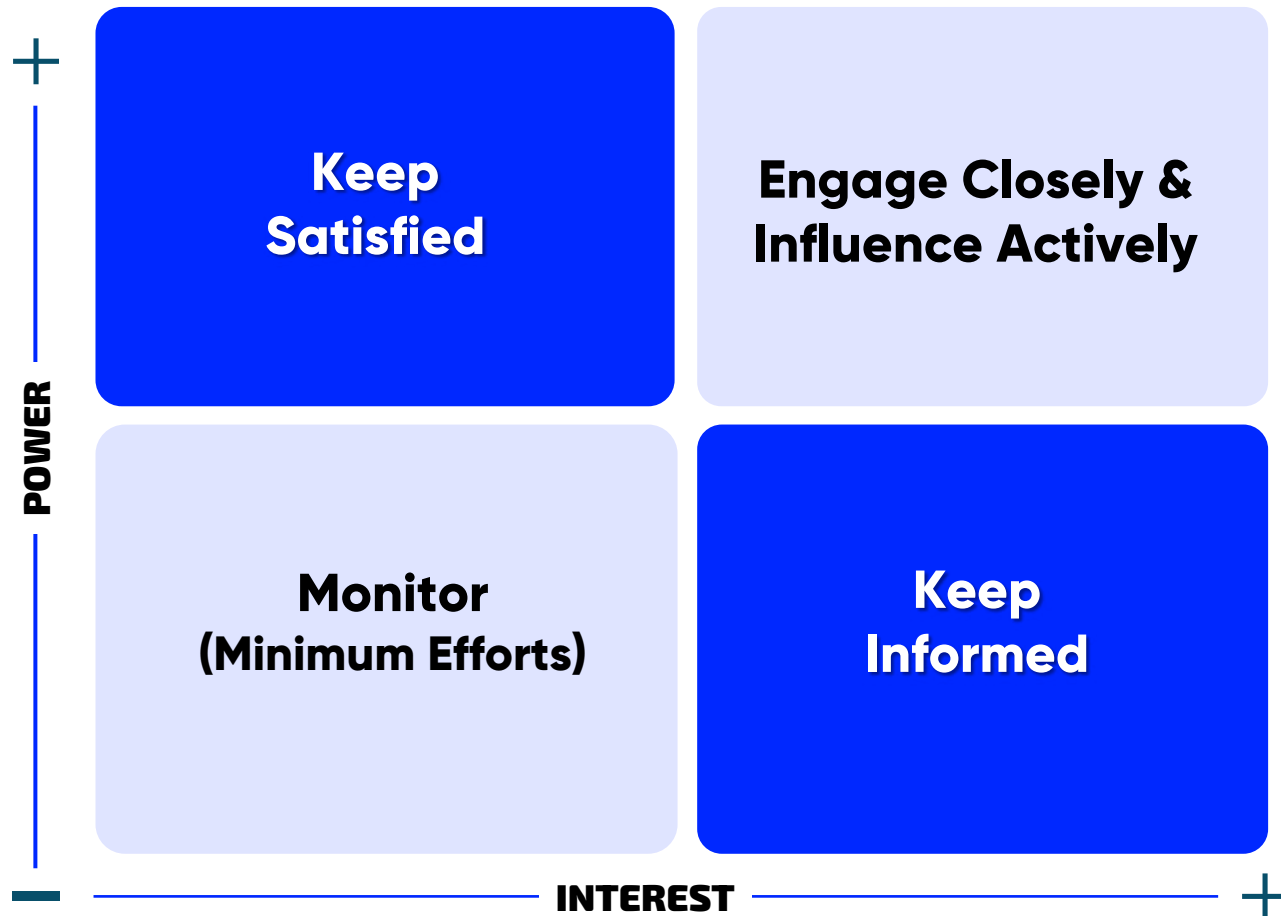
An empathy map is a tool to understand the needs of the customers and what they think, feel, say and do.



ANALYSE CUSTOMERS

To develop a customer experience strategy, stakeholder analysis should be performed to know their attitudes and their influence. This helps create the right engagement strategy and ensure CX project success.

STAKEHOLDER MATRIX



High power, highly interested people (Engage Closely)

Make full efforts to satisfy these people.

High power, less interested people (Keep Satisfied)

Engage them only to keep them satisfied but not to an extent that they become bored.

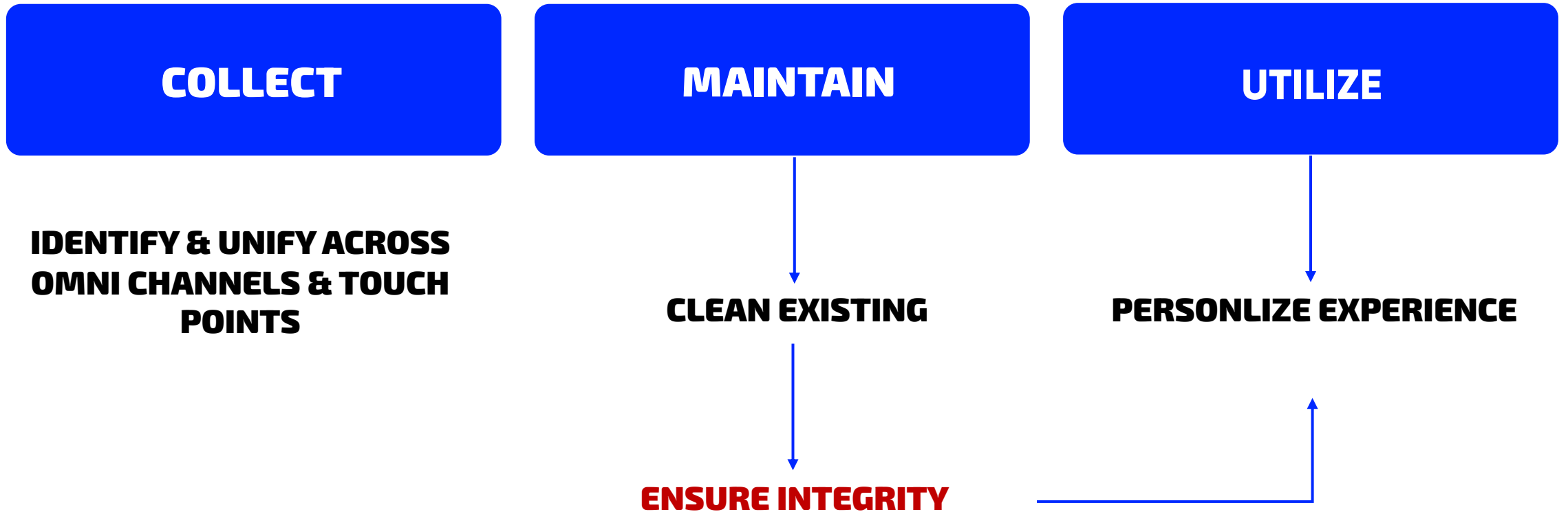
Low power, highly interested people (Keep Informed)

Keep these people informed; they can in fact help you in your project by giving support.

Low power, less interested people (Monitor):

Put the least effort here; keep them informed but not so much that they get bored.

UNDERSTANDING THE DATA



CREATING TARGETED CATEGORIES

We have developed the optimal jewellery categorization that will enhance the user experience and promote conversions

SHOP BY CATEGORY

Necklaces and Pendants
Earrings
Bracelet and Bangles
Rings
Parures
Watches
Solitaires

SHOP BY GEMSTONE

Emerald
Ruby
Sapphire
[Explore All Coloured Stone Jewellery](#)

SHOP BY METAL

Yellow Gold
Rose Gold
White Gold
Mixed Color Gold

SHOP BY OCCASION

Engagement
Wedding
Mother's Day
Business
Special Occasion
Graduation
Birthday
Night Out

INTERNATIONAL BRANDS

Camilli
Tirial
Damaso

GIFTS

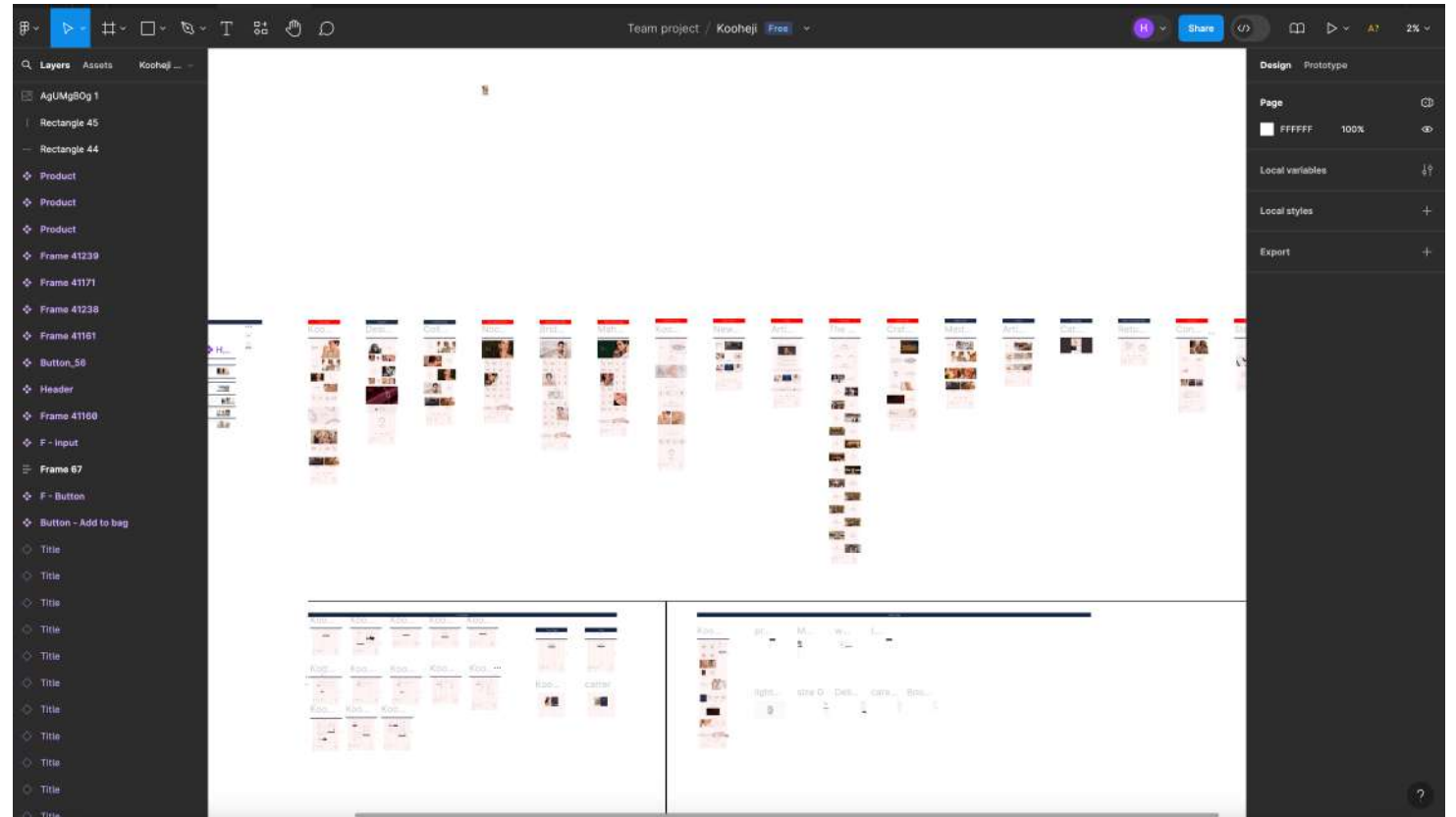
Gifts For Her
Gifts For Every Occasion
Gifts for Children



OPTIMIZING THE USER EXPERIENCE

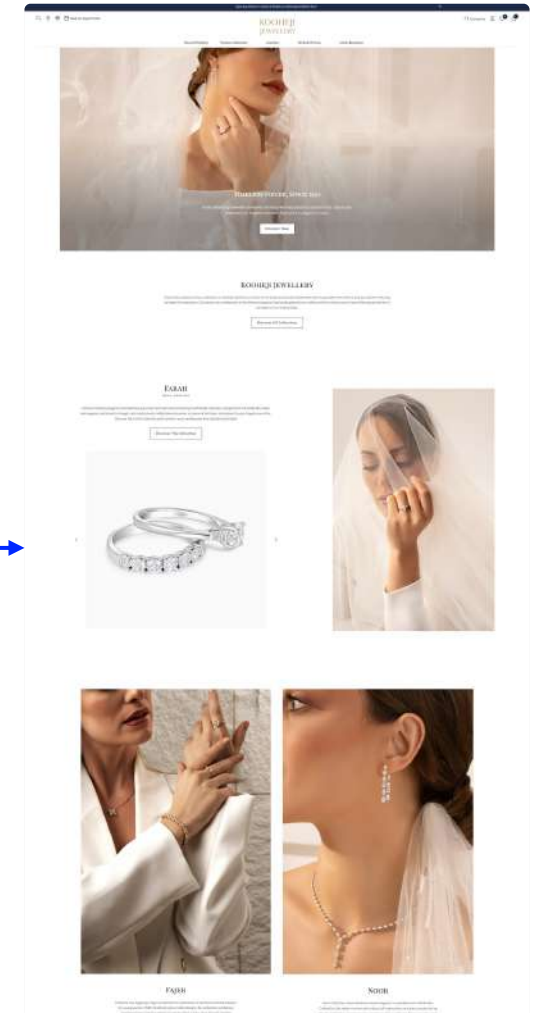
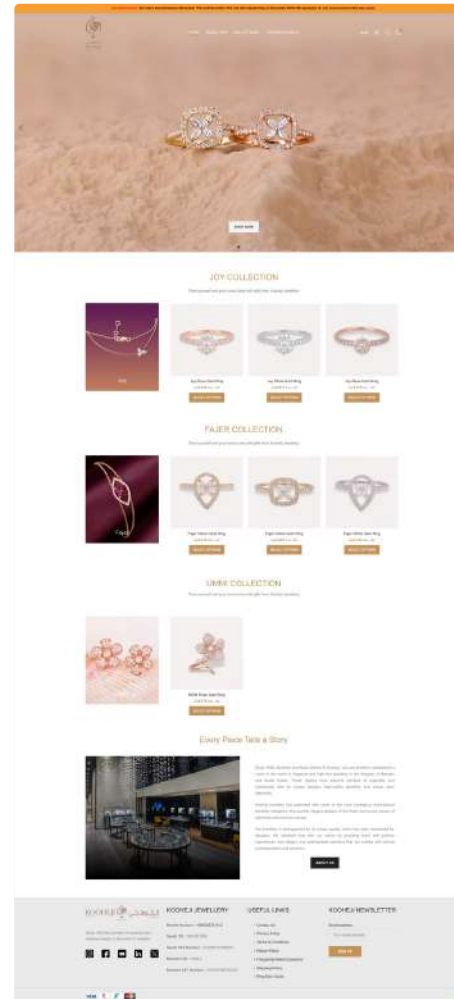
We went back to the sketchbook and redesigned the entire journey, we have followed the optimal user experience practices and the international standard UIs.

But we kept the cultural influence our main driver.



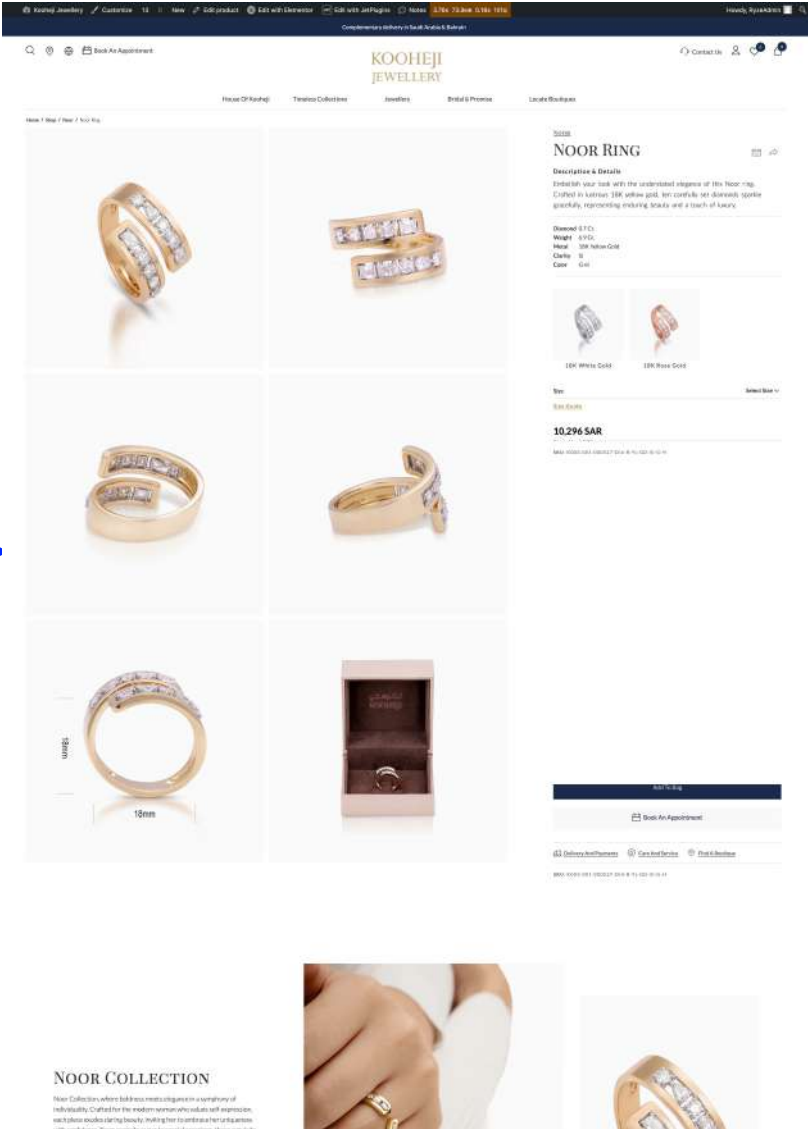
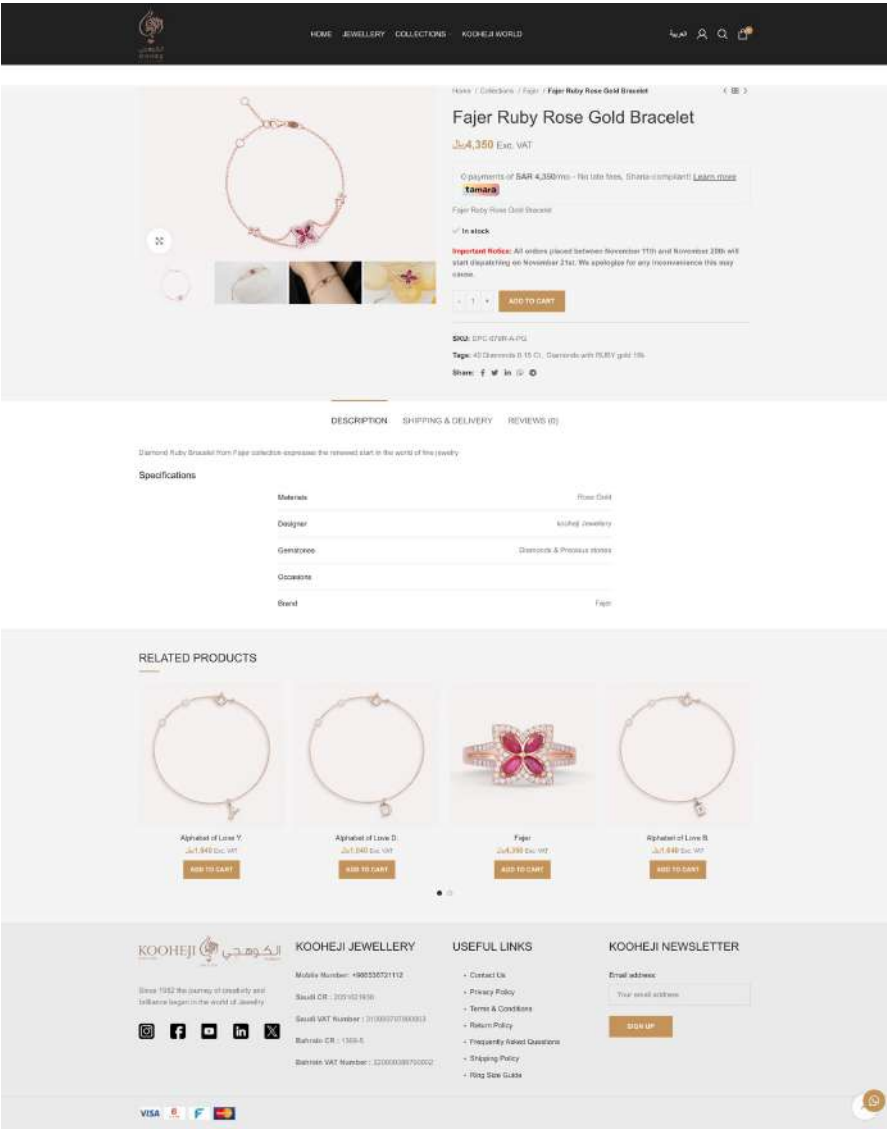
COMMUNICATING THE REAL ESSENCE OF THE BRAND

We converted the home page to a brand story, where each section and asset communicated the language of Kooheji Jewellery.



PUSHING CONVERSIONS

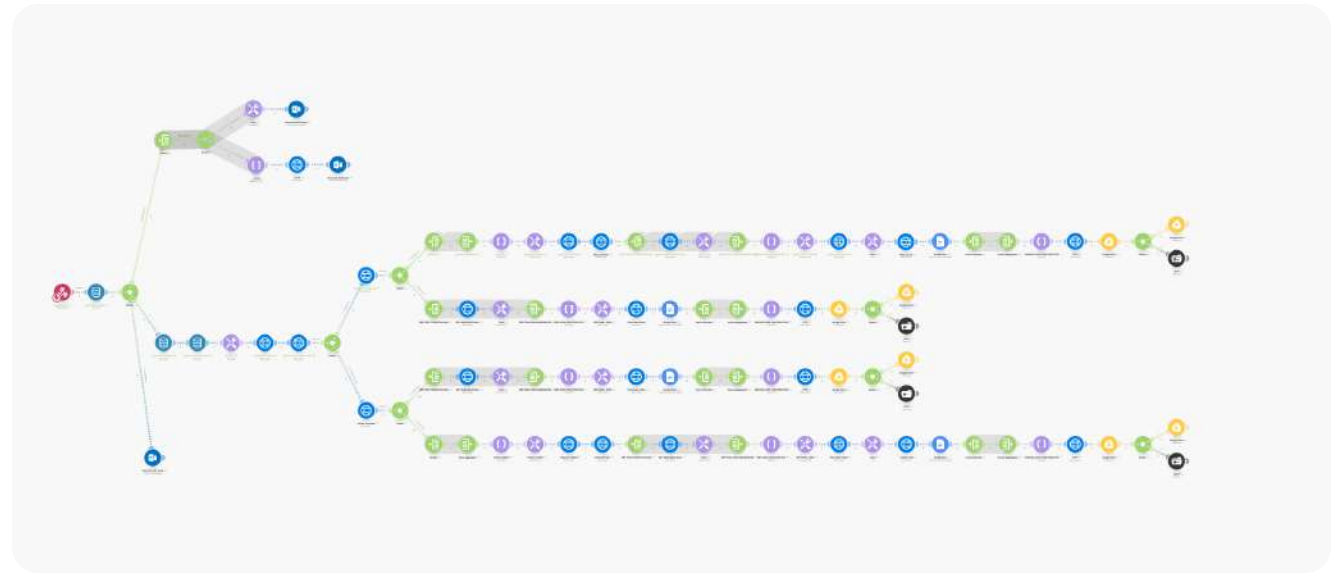
Every piece tells a story that communicates to the senses of the customer, intriguing and pushing him to complete his purchase.



FULLY AUTOMATED WORKFLOWS

INTEGRATION WITH MICROSOFT DYNAMICS
BUSINESS CENTRAL AND CRM

Every Interaction was captured with full automation, leveraging the power of AI. Business processes are re-engineered to minimize human intervention during processes.



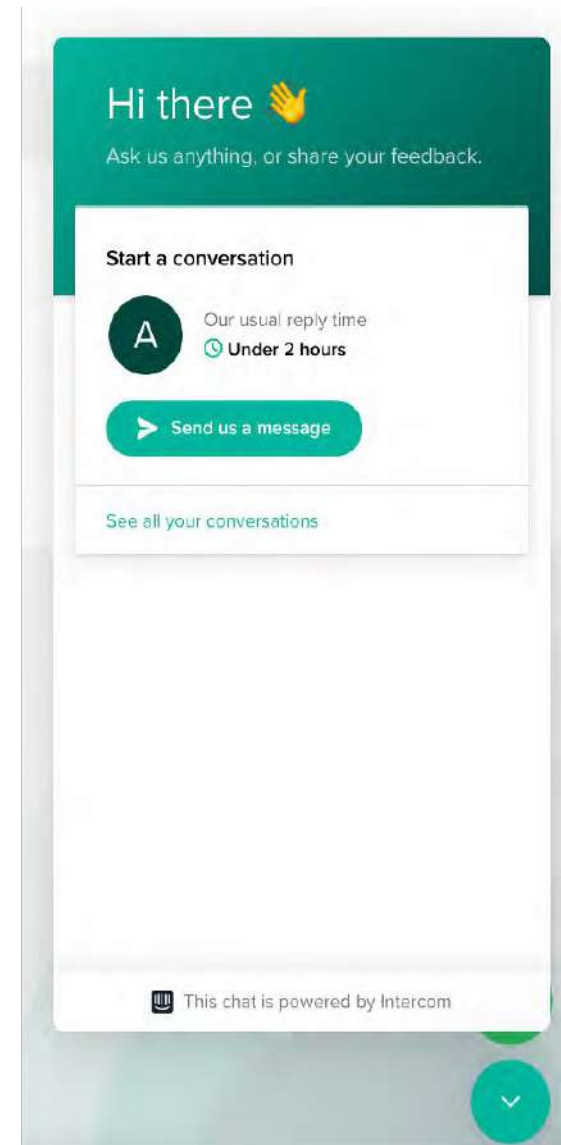
	+11	Kooheji Book An Appointment	91	184.0 KB
	+11	Kooheji Book A Product Appointment	10	19.4 KB
		Integration Customer API	193	1.7 MB
		Integration Sales Order API	20	33.6 KB
	+31	Integration Webhooks	916	9.8 MB
		Inventory Integration WooCommerce	2	983.0 B

CHAT BOT

For Instant Support

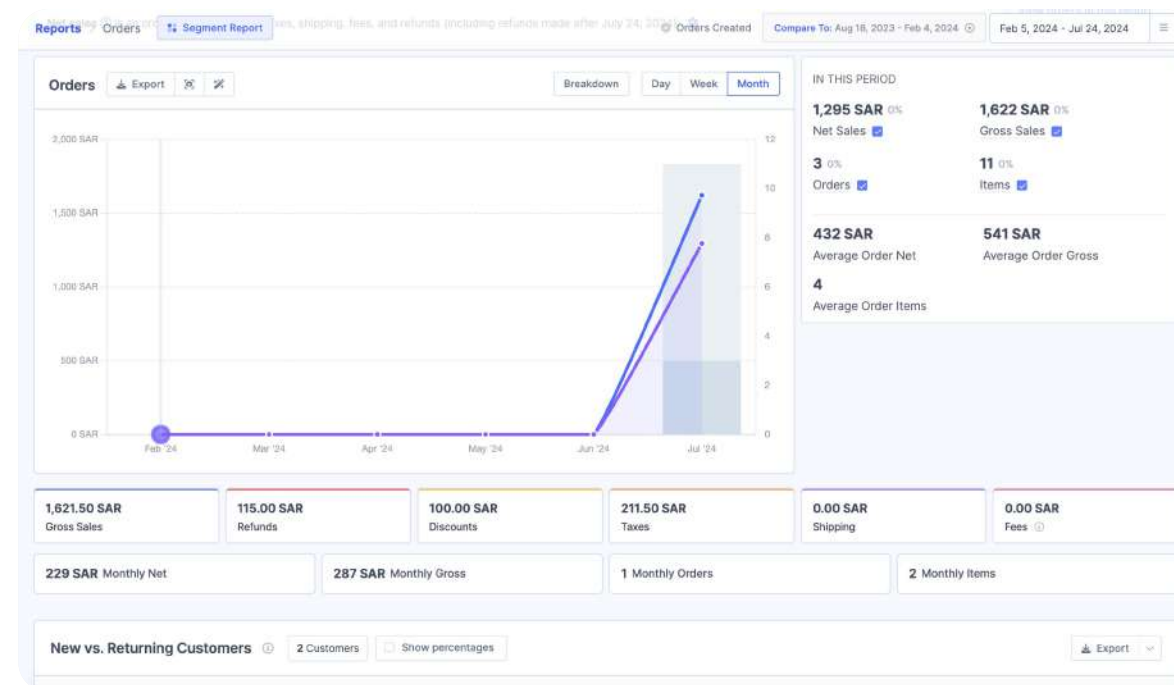
An AI-powered chatbot that provides instant support to the customers, and captures every interaction they do during the journey.

Integrated with WhatsApp for business, it was designed to meet the customers at their favorite touch point.



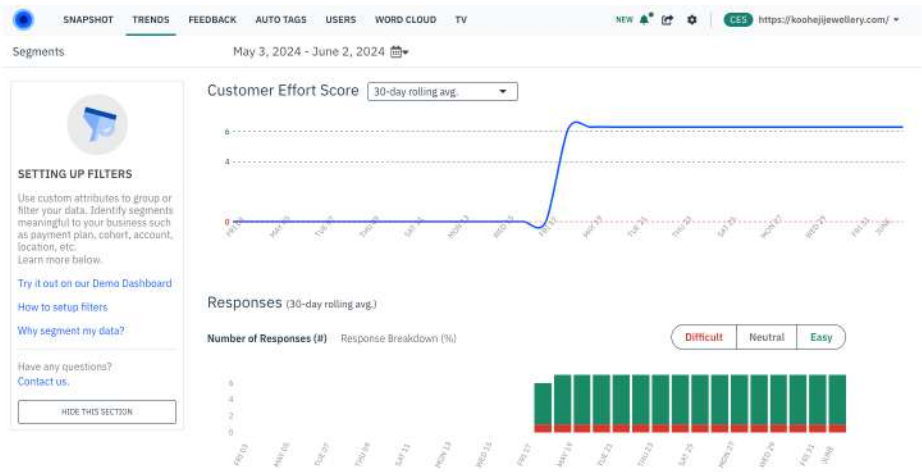
E-COMMERCE ON STEROIDS

Implementing the best tools, to enhance sales, retarget and engage customers, build comprehensive data analysis reports, and keep informed by daily digests.



COLLECT CSAT AND NPS

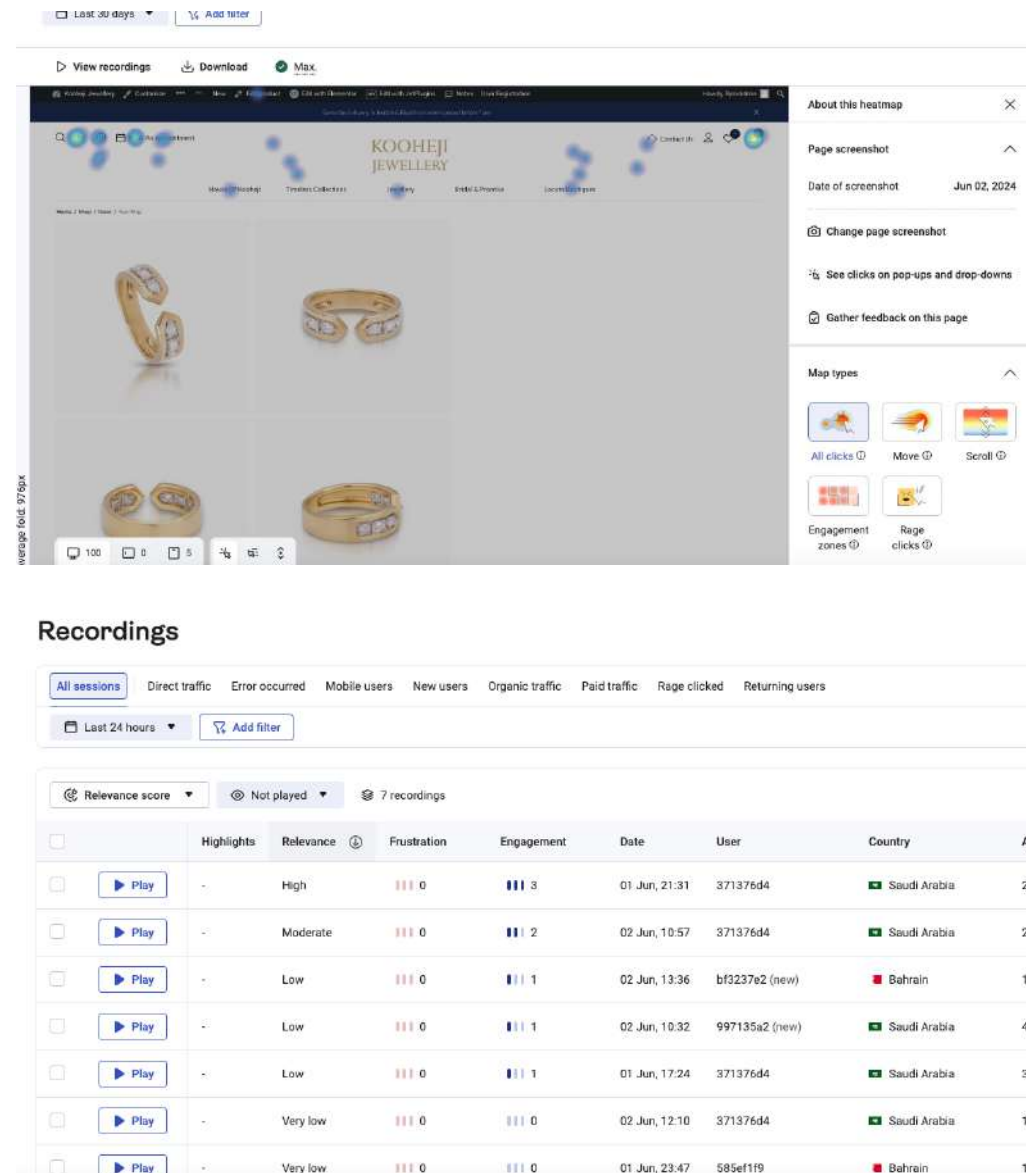
Get customers' feedback at all stages. Use this feedback to enhance customer service.



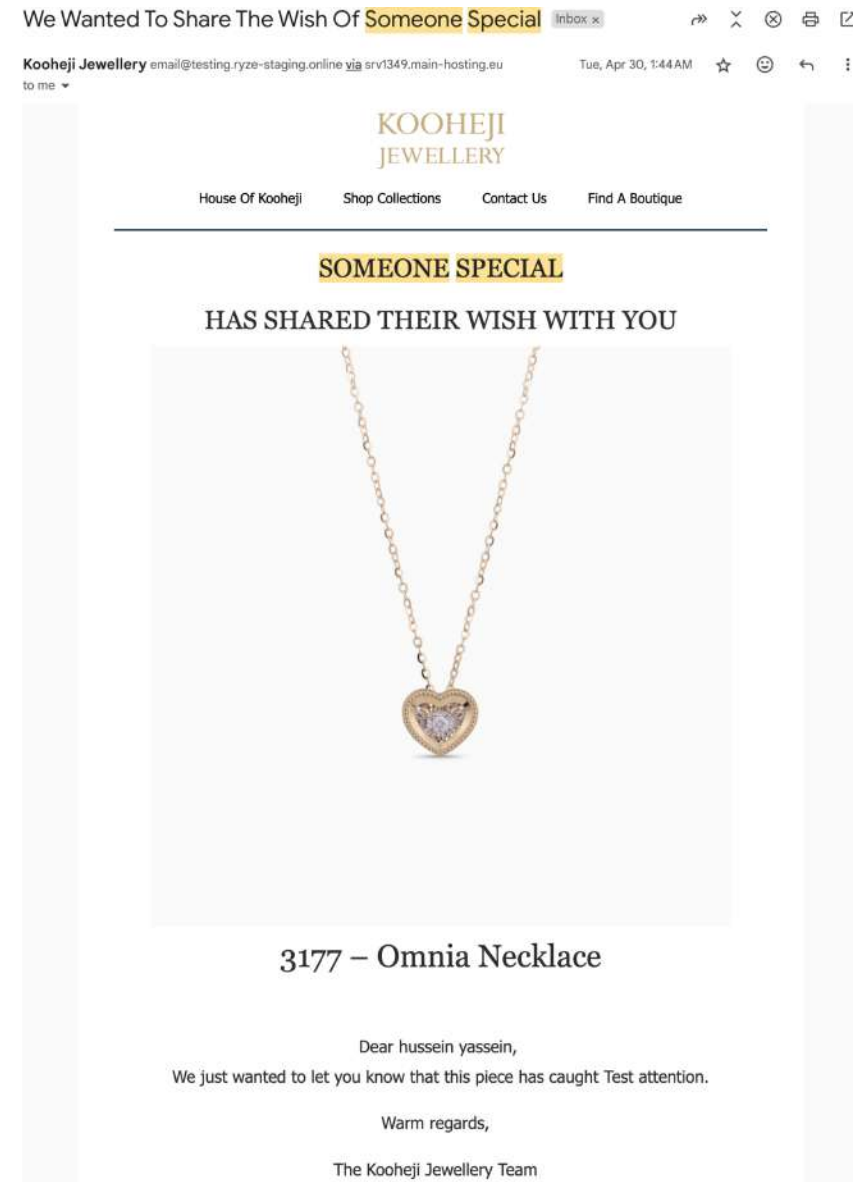
ENHANCE UX BY TRACKING UX

Heat mapping tools were added to understand how users navigate the website. This will help us enhance the user experience at regular intervals.

Which will lead to higher conversions and less customer effort score.



A PERSONALIZED OMNI CHANNEL EXPERIENCE



A SOLID SEO STRATEGY

STEP 1 – BENCHMARKING CURRENT SEO PERFORMANCE

STEP 2 – INDICATING AND ANALYZING COMPETITOR'S SEO

STEP 3 – SETTING GOALS AND KPIs

STEP 4 – Define Your Primary Keywords and Pillar Pages

STEP 5 – Find Long-Tail Keywords and Define Cluster Content

STEP 6 – Review Kooheji's website Existing Content

STEP 7 – Build Out The Topic Clusters

STEP 8 – Get the Sites On-Page SEO Right

STEP 9 – Find and Fix Technical SEO Issues

STEP 10 – Off-Page SEO

STEP 11 – SEO Strategy WORK IN PROGRESS

TAAJEER FINANCE

CASE STUDY

TAAJEER FINANCE

A SEAMLESS FINANCING
JOURNEY



PROJECT OVERVIEW

Taajeer Finance is advancing its digital transformation with a state-of-the-art mobile application, enhancing customer experience and operational efficiency. This solution, developed in collaboration with our agency, streamlines access to financing options, including Consumer, Automotive, and Cash Financing.

The app simplifies the customer journey from onboarding to loan settlement, offering a seamless, intuitive, and secure platform. Key benefits include improved accessibility, faster processing, and enhanced user convenience, reinforcing Taajeer Finance's position as a leader in the Kingdom's financial sector.

The application Delivers 3 main financing services Cash, Consumer & Automotive, and covers the entire user journey from LOS to LMS integrated with Taajeer Finance Core System and government portals.

IDENTIFYING THE KPIs

Improve customer experience, increase customer engagement, raise brand awareness, improve user engagement rate, and improve business efficiency
“Less Cost Higher Revenues through capitalizing Cross and Upsells Opportunities.

NPS

Customer Effort Score

Customer Lifetime Value

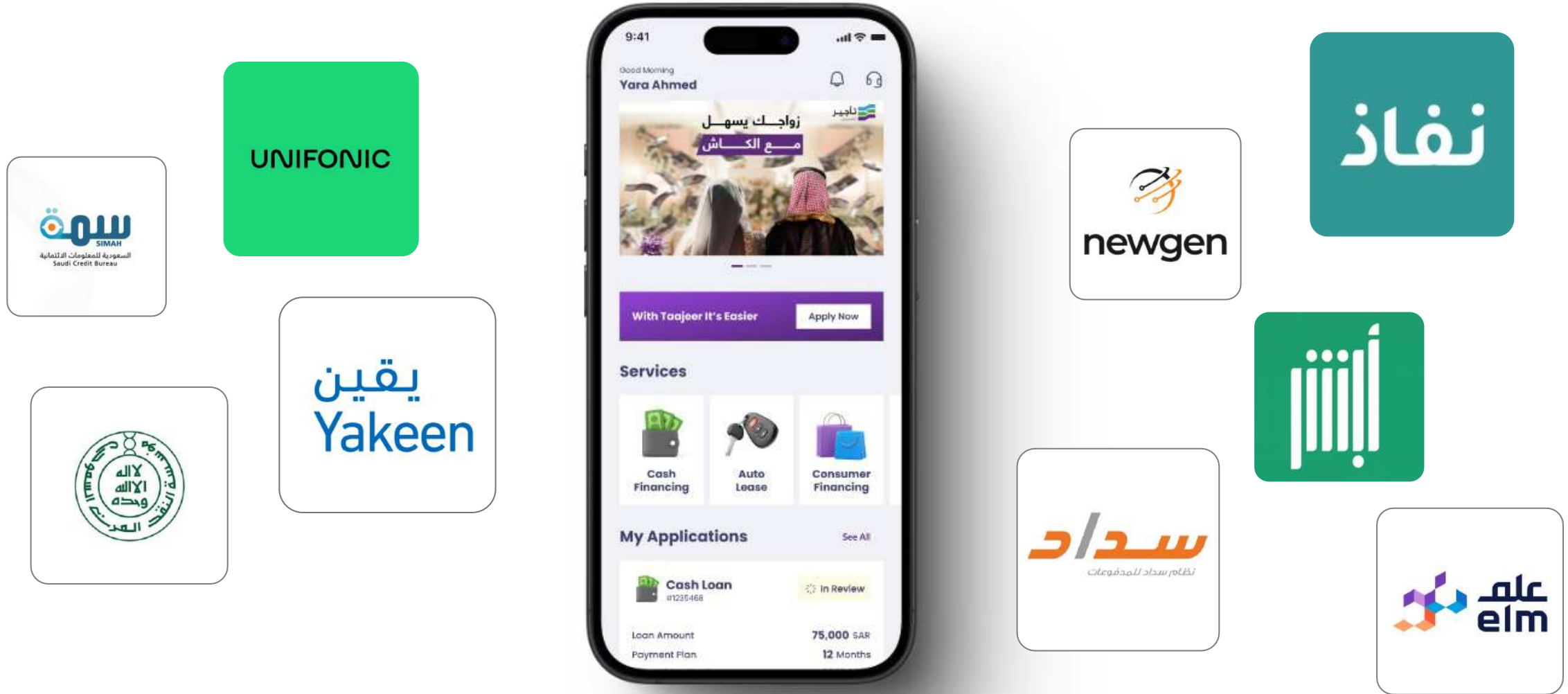
Loan Application Completion Rate

Conversion Rate

Repeat Customer Rate

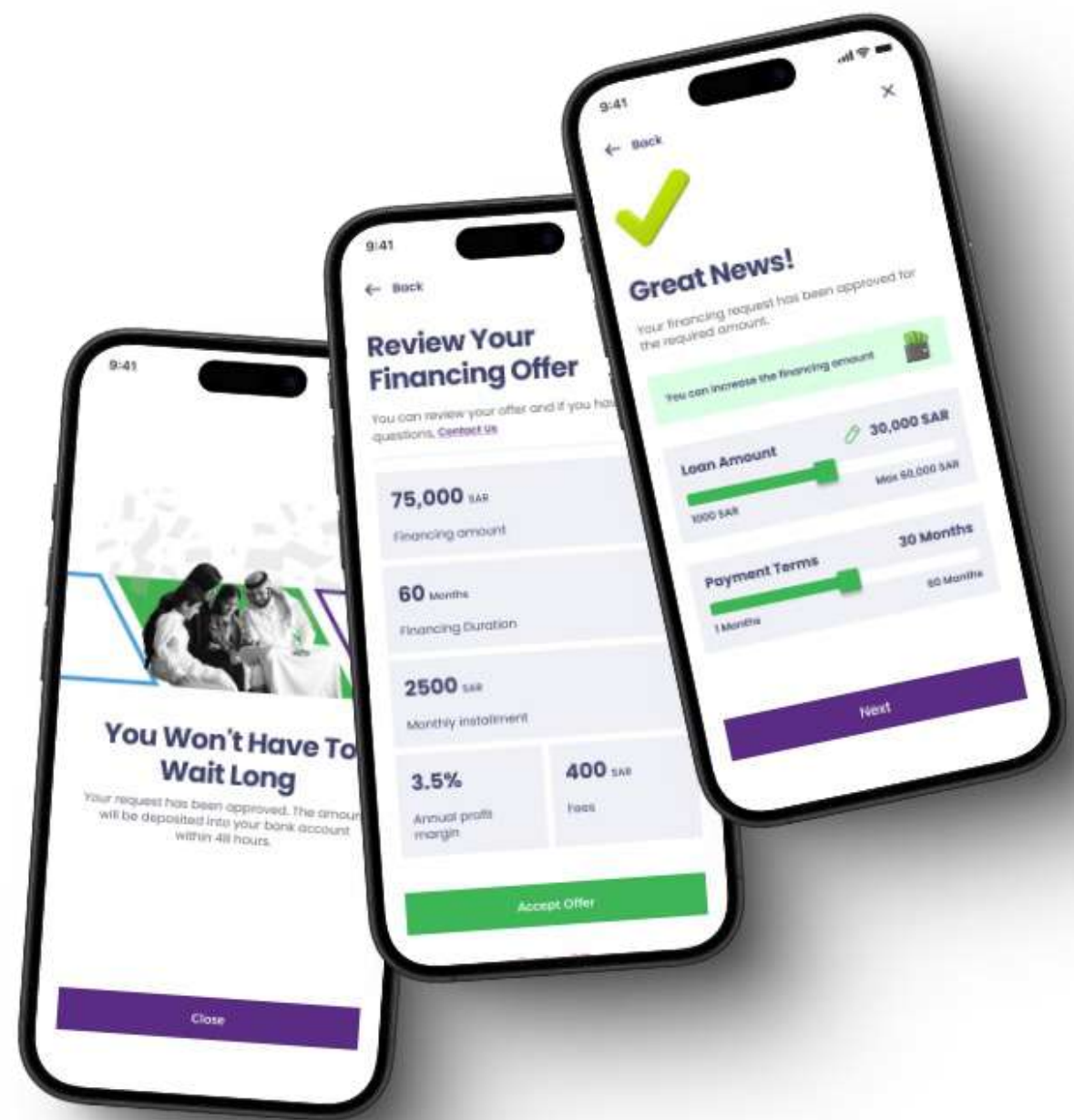
Time to Loan Approval

A FULLY INTEGRATED PLATFORM



A FAST & SIMPLE LOS PROCESS

- 01 **Simple & Intuitive Application & Pre-filled fields**
- 02 **Quick Eligibility Check Via SIMAH**
- 03 **Minimal Documentation & Auto-Fill Features**
- 04 **Transparent Financial Calculations**
- 05 **Digital Approval & E-Signing**
- 06 **Real-Time Status Updates & Notifications**
- 07 **Seamless Payout & Disbursement**



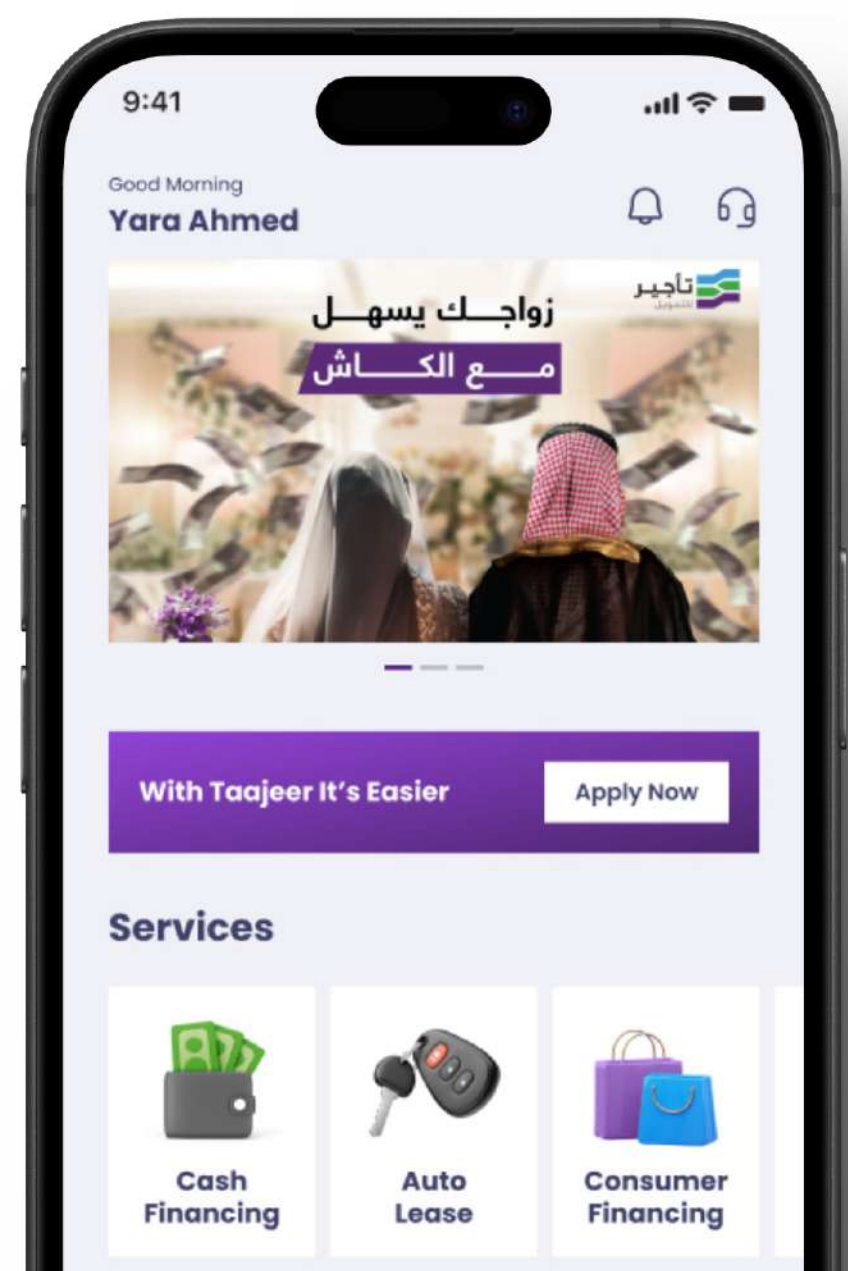
MULTIPLE FINANCING PRODUCTS & USER JOURNEYS

The application features multiple financing products each with its own user journey.

Cash Loans

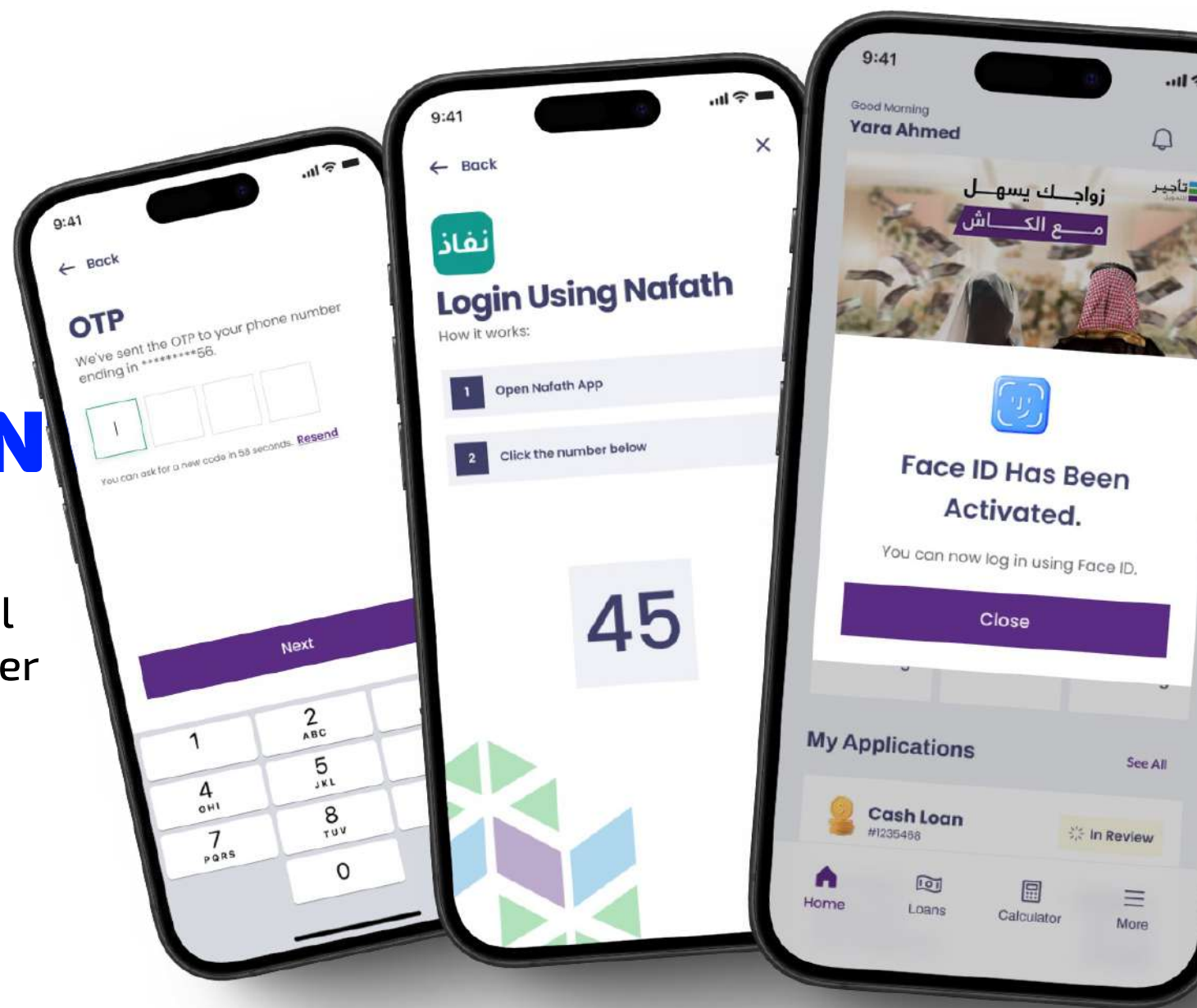
Auto Leasing

Consumer Financing



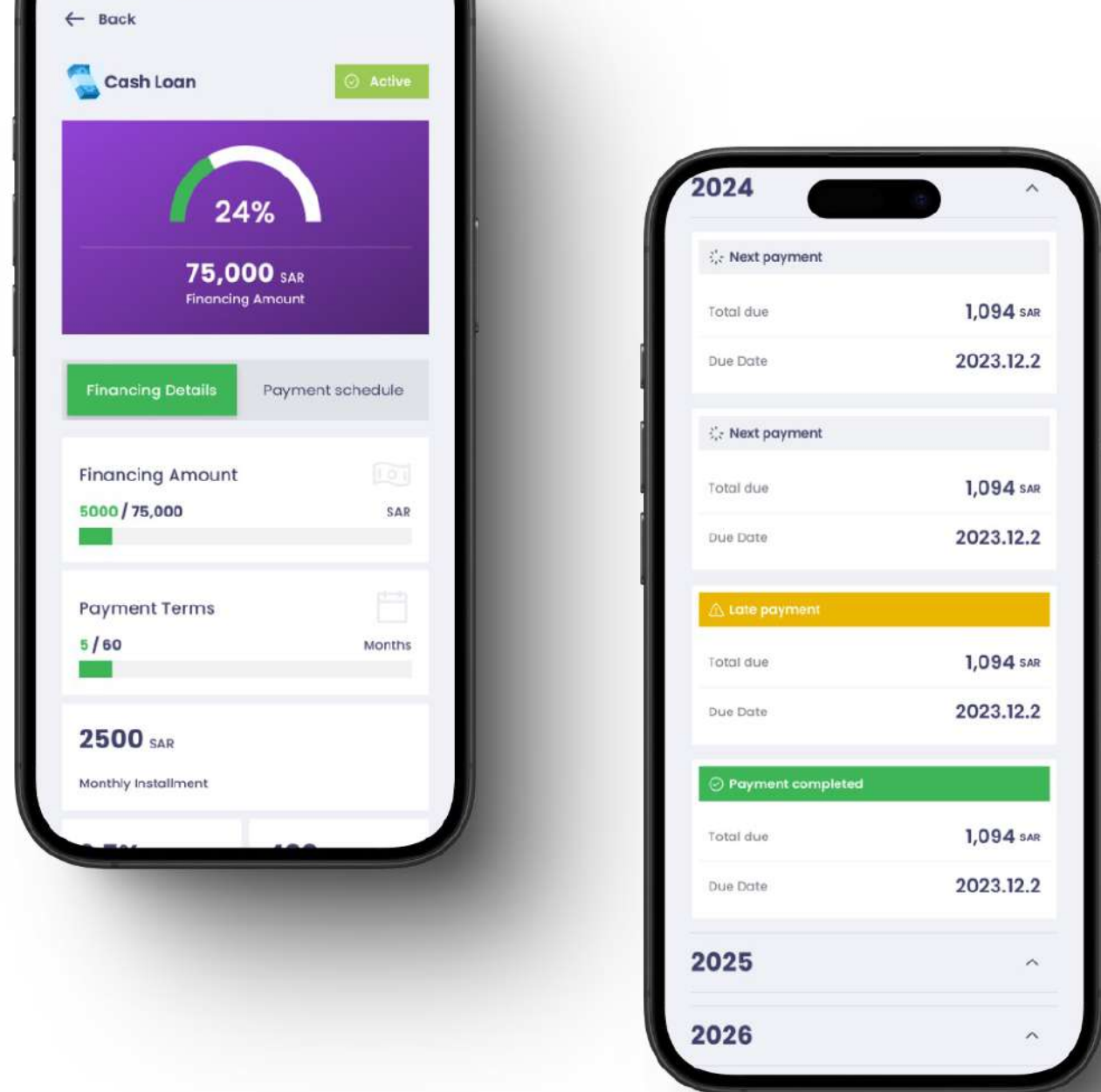
PDPL & CYBER SECURITY COMPLIAN

The Application features multiple security layers that cater to Saudi Arabia's Personal Data Protection Laws, leveraging the power of Nafath and the device biometrics-enabled authentication.



ON TRACK LMS WITH MULTIPLE PAYMENT OPTIONS

Through the application, users were able to track their payment schedules and fulfill their payments through multiple gateway integrations.



rv/ze

TO ACHIEVEMENTS

YOUR VISION

