



بلمح البصر | In a Blink of an Eye

Your Partner in Operating & Improving Customer Experience for Multi-Branch, Multi-Channel Saudi Enterprises

A connected customer experience — operations that are measured and continuously improved for multi-branch, multi-channel Saudi enterprises. We ensure consistent service and integrated operations through a modern approach and end-to-end solutions.



Saudi Arabia



Faster Response Efficiency



One Integrated System for Daily Interactions



Operational Challenges & Solutions

When channels multiply, the experience shouldn't fragment — we solve the key gaps enterprises face in daily interaction management

01

Inconsistent Service Across Branches

Differences in performance and quality across outlets negatively affect brand reputation and customer satisfaction.

Smart Solution

Unified standards and precise periodic measurement ensure consistent quality across all branches.

02

Fragmented Conversations & Follow-up

Lost requests and long response times caused by too many disconnected communication channels.

Smart Solution

Full channel integration, support tickets, and direct escalation paths — with zero data loss.

03

Reports That Don't Drive Action

Large volumes of data collected without turning them into concrete, actionable improvement decisions.

Smart Solution

Turning customer voice into clear improvement priorities and defined ownership to raise performance.



About the Company & Our Expertise



One operational track record in building and improving systems and services

بلمح البصر | In a **Blink** of an Eye was founded in 2020 and is headquartered in Jeddah. We specialize in end-to-end solutions for building, adjusting, and operating customer experience departments and remote contact centers.



Founded & Headquarters

2020 — Jeddah, Saudi Arabia



Core Expertise

Establishing, operating, and enabling operational systems



Direct Delivery Scope

Contact centers, CRM systems, service quality, voice of customer, and every customer touchpoint





Our Three Service Systems



Three systems, one connected service — a full approach covering every stage of building the customer experience



Diagnosis & Design

We understand the customer journey in detail, identify operational gaps, and prioritize development based on accurate data.

OUTPUT

Baseline & Improvement Plan



Establishment & Enablement

We deliver the complete operating model, policies & procedures (SOPs), technical integration, and team readiness for execution.

OUTPUT

Clear Operational Readiness



Operation & Continuous Improvement

We manage daily interactions across all channels, monitor quality, and oversee continuous improvement execution.

OUTPUT

Audited Service & Periodic Reports



Approved Customer Experience Packages



Tailored solutions that fit your organization's needs at every stage of growth and operation



Blink CX Build

Foundational

Building the CX Function

For organizations building a CX function from scratch or fully restructuring it and its processes.

Outputs: Operating Model + Procedure Guides + Executive Dashboards



Blink CX Pulse

Diagnostic

Customer Experience Diagnostic

Understand the real problem and uncover gaps before investing in an operational solution.

Outputs: Customer Journey Map + Gap Analysis + Baseline



Blink CX Desk

Operational

Managed Customer Service

Operating communication and support channels, or guiding your in-house team remotely.

Outputs: Channel Operations + Ticket Management + Quality & Reporting



Blink Branch Control

Branch Services - Most Requested

Consistent Service Across Branches

For organizations that need to benchmark service quality and reduce performance gaps across branches.

Outputs: Mystery Shopping + Review Analysis + Branch Comparison + Reports



Blink CX Desk Packages



Managed Customer Service — flexible options and service levels for every business size

Silver

Fast Launch

- ✓ Channels: One primary channel
- ✓ Coverage: Set daily hours
- ✓ Volume: Low to medium
- ✓ Languages: Arabic
- ✓ Service level: Core operational

Best for: Retail stores, startups, clinics

Most Requested — Annual Growth Package

Gold

Growth & Professionalism

- ✓ Channels: Multiple channels
- ✓ Coverage: Extended coverage
- ✓ Volume: Medium to high
- ✓ Languages: Arabic & English
- ✓ Service level: Supervised & tracked

Best for: Cafés, chains, restaurants

Platinum

Custom Enterprise Solution

- ✓ Channels: Full channel integration
- ✓ Coverage: Flexible, up to 24/7
- ✓ Volume: High or variable
- ✓ Languages: Multilingual as needed
- ✓ Service level: Fully managed

Best for: Complex operations or high volume: restaurants, automotive, logistics

For full staffing, licensing, and technical specifications, please request the detailed proposal sheet.



Tools Behind Our Services



Four pillars, and the specific options behind each one, in service of your customer every day



Service Channels



Phone



WhatsApp



Email



Social Platforms



Measurement & Improvement



Mystery Shopping



Voice of Customer



Google Reviews



Operating Systems



CRM



Ticketing



IVR



Integrations



Supporting Automation



Text & Voice Chat Agents



Human Escalation



Knowledge Base Updates



Quality Review & Integration



Customers Who Trusted Us



Success partners who placed their trust in our solutions, by service scope

Customer Experience Build | Blink CX Build

Alesayi Motors (Mitsubishi & FUSO)



Branch Consistency | Blink Branch Control

Al-Hamrani Fuchs (ONE STOP)



Managed Customer Service | Blink CX Desk

HMT Hospitality

Filter & Oil

NORA

Rawk

Beyond Dip

Wakame

Kayo

UniEX

Got Cookie?

Tamex

Crusty Smash Burger

Trieste





Get in Touch to Start the Partnership

We're here to help elevate your customer experience to new heights



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Let's Get Started

Share your branches, channels, and challenge with us, and together we'll define the right starting point and scope of work.

Saudi Arabia