

**Business Development & Creative Units
Specializers Office**

**Case Study: Business Development & Creative Services with F* Company,
a Logistics and Supply Chain Company**

Overview:

F* Co., a leading logistics and supply chain company operating across Saudi Arabia, the UAE, and Bahrain, is recognized for its advanced technology-driven operations and expansive regional presence.

Our collaboration with F* encompassed several key initiatives, including the development of a customer satisfaction program, employee training programs to enhance operational efficiency, marketing collateral production, and administrative consulting.

Strategic Methodology:

We began with a comprehensive assessment of the internal structure and challenges facing the company.

Through a series of joint workshops and field research—including direct customer feedback—we identified gaps in both the front-line and back-office teams, as well as limitations in current policies and systems. Based on these insights, we developed targeted solutions that significantly elevated the service delivery process and customer experience.

Delivering Exceptional Solutions:

Our team designed a tailored customer satisfaction program, complete with behavioral standards and mechanisms to enhance client relations.

We also developed a hands-on training curriculum to upskill team members, improve service consistency, and reinforce performance culture. In addition, we created an internal employee handbook to ensure alignment with quality standards and operational excellence. Post-implementation evaluations revealed measurable improvements in customer satisfaction.

Recognition and Project Expansion:

Due to the success of our initial engagement, we were entrusted with additional creative and strategic projects. These included designing a corporate profile that reflected F*'s brand identity, creating impactful advertising visuals, and developing a custom-designed exhibition booth aligned with the company's logistics-focused business model. Throughout the contract period, we continuously proposed new services and performance enhancements based on ongoing assessments and market needs, ensuring long-term sustainability and operational excellence.

We also provided targeted advisory sessions to executive leadership, delivering actionable strategies that enhanced internal workflows and customer-facing processes.