

# Business Process Outsourcing

This year saw elm's Business Process Outsourcing Division (BPO) delivering a range of innovative projects, increasing efficiency and enhancing stakeholder satisfaction. These exceptional results highlight the division's role as a critical driver of elm's success.

The BPO Division was driven by a steadfast focus on delivering high-quality services and fostering strong, collaborative client relationships, reinforcing elm's reputation as a trusted partner. The division also outperformed its project management excellence target, achieving a score of 4.55 against a goal of 3. This success reflects the implementation of rigorous project management practices, adherence to stringent quality standards and a commitment to driving exceptional results across all engagements.

To top it off, operational efficiency reached a record high in 2024, with the division achieving an operational index score of 4.93, well above its target of 3. This remarkable performance was made possible through advanced process optimization, strategic planning and the adoption of innovative technologies, ensuring streamlined workflows and enhanced service delivery.

## Delivering Innovative Projects

BPO prioritized efficiency, accessibility and responsiveness in its projects, significantly enhancing the customer experience across various domains. These innovative projects highlight elm's commitment to delivering seamless, impactful services, supported by measurable outcomes.

## Expanding the Makkah Route Project

The Makkah Route Project achieved remarkable progress in 2024, significantly broadening its reach to facilitate the Hajj journey for pilgrims from seven countries: Malaysia, Indonesia, Pakistan, Turkey, Morocco, Bangladesh and Côte d'Ivoire, where the geographic scope of the initiative included countries with a high pilgrim turnout, and this strategic selection of countries ensured that the initiative catered to diverse demographics and enhanced the accessibility of Hajj for pilgrims from various regions. This expansion, carried out across 11 international airports, reflects Saudi Arabia's commitment to enhancing the pilgrim experience as part of Saudi

Vision 2030. The initiative streamlines entry into the Kingdom by completing essential procedures – such as visa issuance, customs clearance and other entry formalities – at departure airports, ensuring a smooth transition for pilgrims upon arrival.

In 2024, the initiative served an impressive 322,901 pilgrims, with 6,970 of them being individuals with special needs, through 922 flights and 8,155 ground transportation trips effectively. Furthermore, satisfaction rates reached 99.73%, reflecting the initiative's success in delivering a seamless and highly appreciated experience.

The Makkah Route Project has set a new benchmark in managing the Hajj journey, reinforcing Saudi Arabia's leadership in global religious tourism and its vision for a more connected and service-oriented future.

## Transforming the Holy Rawdah Visitor Experience

The Tafweej Al-Rawdah project is a groundbreaking initiative designed to enhance the spiritual journey for millions of visitors to the Holy Rawdah. The project prioritizes safety, comfort and accessibility by optimizing entry and exit points, improving crowd flow, and integrating spiritual services such as Zamzam water distribution and visitor perfuming.

The initiative has revolutionized the management of large-scale spiritual gatherings, reducing waiting times from 60 minutes to 20 minutes, accommodating over 12 million visitors in 2024 and achieving a peak satisfaction rate of 97%. It has also increased visitor attendance by 19% and set a new benchmark for efficiency and visitor-centric services in religious tourism.



Achieved an operational index score of

4.93

Project management excellence target score of

4.55



### Elevating Public Libraries into Cultural Hubs

The Libraries project is a transformative initiative aimed at revitalizing public libraries across Saudi Arabia, positioning them as vibrant centers for cultural development, education and community engagement. The project focuses on infrastructure upgrades, digital transformation and resource expansion to create inviting, dynamic spaces that promote lifelong learning and celebrate Saudi cultural heritage in alignment with Vision 2030.

This initiative has redefined the role of public libraries, turning them into active community hubs offering diverse programs, cultural events and digital resources. Through interactive workshops, partnerships with educational institutions and community-driven initiatives, the libraries have significantly increased visitor numbers and satisfaction, cementing their status as cultural landmarks.

In 2024, the Libraries project welcomed over 160,055 visitors, hosted more than 1,556 activities with a total attendance exceeding 38,358, and expanded collections by 44,450 books to cater to diverse interests.

### Digital Archiving Center

The Digital Archiving Center is a large-scale project designed to facilitate governmental entities in transitioning to digital record management by offering secure, efficient solutions for document digitization, storage and retrieval. Leveraging advanced technologies and tailored archiving infrastructure, this initiative empowers organizations to achieve their digital transformation goals while adhering to the highest standards of data security and privacy. In 2024, the initiative successfully digitized and archived nearly 51 million documents, achieving 100% stakeholder satisfaction by delivering innovative, reliable and customized solutions.

### Social Cases Surveying

The Comprehensive Assessment Program for Eligible Families conducted thorough in-home evaluations of financial, social and health conditions, with a focus on families with disabilities. Over 700,000 field visits were completed, including 280,000 assessments for family members with disabilities. By integrating electronic data uploads with quality checks, the program reduced errors and improved service delivery accuracy. High satisfaction ratings from beneficiary surveys underscored the program's positive impact on vulnerable families, further reflecting its role in improving service delivery.

### Innovating for Enhanced Efficiency

The BPO Division has introduced several groundbreaking solutions in 2024 to optimize processes, reduce costs and improve service quality. These innovations are redefining operational efficiency across industries and sectors.

### elmiyaar

elmiyaar is a dynamic platform designed for creating customized electronic forms and surveys with flexible design and logic. By automating data collection and analysis, it significantly reduces the time and labor required for data gathering, allowing organizations to derive faster insights and make efficient decisions. Its impact has been transformative, enabling organizations to cut costs by minimizing manual data entry and reallocating staff to more strategic tasks.

### Robotic Process Automation (RPA)

RPA automates repetitive, rule-based tasks, such as data entry and processing, that were traditionally performed by human employees. This technology operates 24/7, reducing errors and boosting productivity. By automating these processes, RPA has dramatically lowered operational costs, enhanced efficiency and freed up teams to focus on higher-value activities.

### Electronic Scraping

Electronic Scraping is a real-time data collection tool designed to gather and categorize information from online sources with high accuracy. This solution is particularly valuable for applications such as compliance monitoring, as it automates the collection and structuring of vast data sets. By reducing manual effort, Electronic Scraping accelerates data gathering while also improving the quality of information available for decision-making.

### Awards and Recognitions

The BPO Division's projects received widespread recognition this year for its outstanding contributions to customer experience, culture and client success. Key achievements included the prestigious Gold Winner of the Customer at the Heart of Everything Award for the "Makkah Route," a testament to its unwavering commitment to placing customers first. Additionally, the division's projects earned a Bronze Award for Best Customer-Centric Culture for both "Nusuk Marhaba" and the over 1,000 employees category with "Najiz", alongside the Bronze Award for Best Customer Experience Strategy for "Al-Rawdah Al-Sharifah".

"The Culture House" project received widespread recognition for its excellence and impact, earning the Bronze Award for Best Education Experience and winning the prestigious Best Brand Award in the Identity category, which highlights outstanding achievements in brand strategy, design and market influence. Additionally, it was honored at the 2024 Red Dot Design Awards in the Branding and Communication Design category, a globally renowned competition celebrating design innovation.

Complementing these accolades, elm was recognized for delivering the Best Patient Experience at the health centers in Al-Ula, underscoring the Company's dedication to quality and user-focused solutions across diverse sectors. Reinforcing its operational excellence, BPO achieved accreditation as a Category (A) inspection body from the Saudi Accreditation Center after meeting the rigorous ISO/IEC 17020:2012 standard. These accomplishments underscore BPO's role as a leader in delivering exceptional customer experiences while driving innovation and operational excellence.

### 2025 Focus

In the year ahead, elm's BPO Division will focus on accelerating growth within its existing projects. Building on the achievements of previous years, the division aims to deepen its impact by expanding service delivery, enhancing operational efficiencies and achieving new milestones. This approach will ensure that ongoing initiatives continue to deliver value while driving measurable results for clients and stakeholders alike.

Leveraging the trust and reliability established with its current clients, elm will explore new geographic markets in 2025. By expanding alongside its existing partners, the division aims to strengthen its market presence while offering tailored solutions that meet the needs of diverse regions. This collaborative approach will enable elm to extend its expertise and innovation to new areas, solidifying its reputation as a leader in the outsourcing space.

**Makkah Route Project achieves a 99.73% satisfaction rate**