



SMSA Express embeds ICXS to differentiate and improve its customer experience



SMSA Express is a market leader in the courier industry. It commenced the operations back in March 1994 under the capable leadership of Mr. Sultan Mohammed Saleh Al Athel. Since then, SMSA has become the largest express company with the broadest retail coverage in the Kingdom of Saudi Arabia. The company has diversified its business portfolio over the years, by providing e-commerce, logistic, healthcare, freight, mailroom management, and other bespoke services to its customers. Today, the company has reached new heights in the international markets, serving over 230 countries and territories worldwide.

Continual improvement transformed into a culture within SMSA. The company has developed, evolved, and matured over the years in becoming more customer-focused. Implementation of the International Customer Experience Standard (ICXS) demonstrates SMSA's on-going commitment towards their promise to become a customer focused organization and provide service excellence. Quality is driven and owned by all employees; that is fully supported and encouraged by top management which makes SMSA unique, trusted, and gaining a competitive advantage across the industry.

Embedding ICXS principles has supported SMSA to design and develop new products and services tailored-fit for its customers. This flexibility has given customers more options and choices to choose from, as well as, gave SMSA a unique edge.



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“We at SMSA believe in quality. The ICXI certificate has led us to become more customer focused and a step closer to total quality management. Quality forms a part of the company’s vision, mission, and objectives. SMSA continuously strives to make continual improvements towards its customers’ needs and expectations.”

**Eng. Majed Alesmail
Managing Director**



Client challenge

Improving the customer satisfaction has always been a top priority for SMSA aiming to become a pioneer amongst the top global logistics and transportation companies. SMSA also aspires to implement Total Quality Management (TQM) in all parts of the business as it is currently being certified to various standards and best practices. Prior to the initial certification, SMSA faced many challenges with the former TISSE 2012 standard. Being inexperienced or having limited knowledge of the actual standard, the implementation journey could have been impossible without the help and support of BSI, who provided additional training as well. SMSA became the first company in the industry to achieve the ICXS certification.

BSI solution

SMSA adopts a 360 degree approach in developing its strategic direction. The different aspects that affect the business, both internally and externally, are carefully considered and evaluated in the development of the company’s strategy and obtaining the International Customer Experience Standard (ICXS) certification was a part of the strategy. The ICXS standard primarily focuses on customers (i.e. customer experience/ customer satisfaction) and this was identified by SMSA as an area of improvement. With the implementation of ICXS standard, SMSA’s Quality promise of putting the customer at the center of everything they do and providing the best customer experience. Quality is driven and owned by all employees; that is fully supported and encouraged by top management. This makes SMSA unique in the market and differentiate from its competitors.



Why BSI?

A trusted partner that supported, guided, and provided the best practices to SMA during the transition from TISSE to ICXS. BSI has been chosen for its brand reputation and expertise.