Official Company Profile | 2026-2027

link
بلمح البصر
BLINK TO LINK

In a Blink of an Eye | بلمح البصر

Your partner in operating and improving customer experience for Saudi multi-branch, multi-channel businesses

Connected customer experience operations measured and improving continuously
For Saudi businesses with multiple branches and channels.
We ensure consistent service and connected operations through a modern approach and integrated solutions.

- Kingdom of Saudi Arabia
- Faster, more efficient response
- An integrated system for daily interactions



Hello, I'm Blinko! I'll guide you through this tour...

Operational Challenges and Solutions

Three gaps businesses face, each with a practical solution



When channels multiply, the experience must not fragment - we address the main gaps businesses face in managing daily interactions

01

Service gaps between branches

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

The smart solution

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

02

Scattered conversations and follow-up

Some requests are lost and responses take too long because of the many communication channels.

The smart solution

Full channel integration, support tickets and direct escalation paths with no data loss.

03

Reports that lead to no action

Large amounts of data are collected but never used to make tangible improvement decisions.

The smart solution

Turning the voice of the customer into practical improvement priorities and clear responsibilities.

About the Company and Its Expertise

Since 2020, from Jeddah: this is our story and our experience

One operational expertise in establishing and improving systems and services

In a **Blink** of an Eye was founded in 2020, headquartered in Jeddah. We specialize in integrated solutions to establish, adapt and operate customer experience departments and remote contact centers.

Founded and headquartered

2020 - Jeddah, Kingdom of Saudi Arabia

Core area of expertise

Set up, run and enable operations

Direct scope of delivery

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



From Measurement to Impact

Real figures from five sectors prove the impact



blink

Top results across five sectors · Every client started from scratch except the automotive client (existing system we developed)

Restaurants

+37%

Monthly sales growth

From 963K to 1.32M

2025 - 2026

Time correlation

Automotive

90%

Customer experience index

vs. 68% previously

2023 - 2024

Up 22 percentage points

Car Sales

94%

Sales experience index

vs. 83% previously

Q1 to Q4 2024

Up 11 percentage points

Logistics

85%

First-contact resolution

vs. an 80% target

Jan - Jul 2021

5 percentage points above target

Fashion | Founder's experience

≈×6

Searches for the second brand

From 5,905 to 35,535

Aug - Dec 2019

Before the company was founded

Details of each indicator, its period and how it is calculated are in the achieved-indicators appendix at the end of this deck (pp. 12 - 15).

Source: the content and the voice-of-customer reports referenced in it. Results come from joint work with the clients' teams. The 2019 fashion figures predate the company's founding and are shown as the founder's experience.

The Three Service Systems

We diagnose, then establish, then operate and keep improving



Three systems for one connected service - a comprehensive approach covering every stage of building and developing the customer experience

01 Phase One

Diagnosis and Design

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

Output

A baseline and an improvement plan

02 Phase Two

Establishment and Enablement

We deliver the full operating model, policies and procedures (SOPs), technical integration, and a trained team ready to execute.

Output

Clear operational readiness

03 Phase Three

Operation and Continuous Improvement

We manage daily interactions across all channels, monitor quality and oversee the continuous rollout of improvements.

Output

Audited service and periodic reports

Approved Customer Experience Service Packages

Four packages that fit your needs at every growth stage



Tailored solutions that fit the business's needs at every stage of growth and operation

Blink CX Build

Foundational

Establishing the CX function

For businesses building a customer experience function or fully restructuring it and organizing its procedures.

Deliverables

- Operating model
- Procedure manuals
- Management dashboards

Blink CX Pulse

Diagnostic

Customer experience diagnosis

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

Deliverables

- Customer journey map
- Gap analysis
- Baseline

Blink CX Desk

Operational

Managed customer service

Running communication and technical-support channels, or remotely supporting and guiding the in-house team.

Deliverables

- Channel operation
- Ticket management
- Quality control and reporting

Blink Branch Control

Branch services · Most requested

Service consistency across branches

For businesses that need to compare service quality and reduce performance gaps between branches.

Deliverables

- Mystery shopping
- Review analysis
- Branch comparison
- Follow-up reports

Blink CX Desk Plans and Support Tools

Compare the plans and choose what fits your operation size



Three flexible plans for managed customer service, backed by the channels, systems and tools we use every day

CX Desk Plans	Silver	Gold	Platinum
	Quick start	Growth and professionalism	Tailored enterprise solution
		Most requested · Annual growth plan	
Channels	One core channel	Multiple channels	Full channel integration
Coverage hours	Set working hours	Extended coverage	Flexible, up to 24/7
Interaction volume	Low to medium	Medium to high	High or variable
Languages	Arabic	Arabic and English	Multiple, as needed
Service level	Basic operational	Supervised and monitored	Fully managed
Suitable for	Stores, startups, clinics	Cafés, chains, restaurants	Complex operations or high volumes: restaurants, automotive, logistics

Tools That Support Our Services

Technology supports the service, and human escalation preserves the quality of handling.

Service channels

Phone · WhatsApp · Email · Social platforms

Operating systems

CRM · Tickets · IVR · Integrations

Measurement and improvement tools

Mystery shopper · Voice of the customer · Google reviews

Supporting automation

Text and voice chat agents · Human escalation · Knowledge base updates · Quality and integration review

For full details on staffing, licenses and specifications, please request the detailed proposal sheet.

Clients We Are Proud to Serve

Clients who trusted us in every area of our services



The success partners who trusted our solutions, by service scope

Establishing the customer experience

01

Blink CX Build

Alesayi Motors Company (Mitsubishi & FUSO)

Service consistency

02

Blink Branch Control

Alhamrani Fuchs Company (ONE STOP)

Managed customer service

03

Blink CX Desk

Our other clients

- HMT Hospitality
- Filter & Oil
- NORA
- Rawk
- Beyond Dip
- Wakame
- Kayo
- UniEX
- Got Cookie?
- Tamex
- Crusty Smash Burger
- Trieste

Our Clients Across Every Sector

Our journey from 2020 to today across seven sectors



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Seven sectors on one board · from our founding in 2020 to today

2020 — Founded in Jeddah

2021 — First voice-of-customer reports for B2B and logistics companies

2024 — An annual report covering 14 cities

2026 — Reports for restaurants and multi-brand groups

Automotive

+32%

Customer experience · 191,768 customers

Restaurants

+37%

Monthly sales (time correlation)

Logistics

85%

First-contact resolution (target 80%)

Fashion

×6

Google Maps searches

Maintenance

+18%

Mystery shopping: overall score

Sales

+148%

Successful outbound calls

B2B

+33%

Staff evaluation

14

clients in 7 sectors

Source: voice-of-customer and operations reports; sector only, no names. The 2019 fashion figures predate the company's founding, and restaurant sales are a time correlation.

Contact Us to Start the Partnership

I'd be happy to start together - contact us now!



We are here to help you take your customers' experience to new heights

In a Blink of an Eye

Your partner in operating and improving customer experience for Saudi multi-branch, multi-channel businesses

Let's start now

Share your branches, channels and main challenge so we can set the starting point and the right scope of work together

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Appendix: Indicators and Results

Here are the indicator details, organized by sector



Four pages covering nine sectors, with names hidden and figures as they appear in the voice-of-customer reports

Automotive 01

- Customer experience and annual service
- Car Sales

p. 12 →

Contact Center and Maintenance 02

- Contact center quality
- Car maintenance

p. 13 →

Three sectors 03

- Quick maintenance
- B2B corporate sales
- Logistics

p. 14 →

Restaurants and Fashion 04

- Sales and guest experience
- From the founder's pre-founding experience

p. 15 →

Automotive: Customer Experience and Sales

The automotive sector: before and after, in numbers

A large car dealer (an existing system we developed) · names hidden, sector only

Automotive: A full year of improvement

A large car dealer (an existing system we developed) · 190K+ customers in 14 cities · 2023 → 2024

Customer experience index 2023 → 2024	Before 68% **After 90%**		**+22** percentage points
Customer effort (higher = easier) 2023 → 2024	Before 79% **After 89%**		**+10** percentage points
First-contact resolution 2023 → 2024	Before 76% **After 86%**		**+10** percentage points
Complaint resolution time 2023 → 2024	Before 12 days **After 4 days**		**-66.7%** relative change
Repeat complaints 2023 → 2024	Before 51% **After 27%**		**-24** percentage points
Customer response time 2023 → 2024	Before 72 hours **After 32 hours**		**-55.6%** relative change

Car Sales

Sales team and contact center · Q1 → Q4 2024

Sales experience index Q1 → Q4 · 2024	Before 83% **After 94%**		**+11** percentage points
Net Promoter Score (NPS) Q1 → Q4 · 2024	Before 70 **After 82**		**+12** points
Successful outbound calls Q1 → Q4 · 2024	Before 40% **After 99%**		**+59** percentage points
Inquiry response time Q1 → Q4 · 2024	Before 40 hours **After 30 hours**		**-25.0%** relative change
Complaint resolution time Q1 → Q4 · 2024	Before 4 days **After 3.5 day**		**-12.5%** relative change
Repeat complaints Q1 → Q4 · 2024	Before 28% **After 22%**		**-6** percentage points

Source: periodic voice-of-customer reports by In a Blink of an Eye; sector only, no names. Improvement is the result of joint work with the client's team; for complaints and time, a decrease is an improvement. A percentage point is the direct difference between two percentages; for other figures, the relative change is shown.

Contact Center Quality and Car Maintenance

This is how contact and maintenance quality improved



13,504 calls evaluated, and the maintenance department of a large car dealer

Contact center quality

Evaluated from 13,504 calls over a full year · Automotive · 2024

Ticket logging Dec 2023 → 2024	Before 68% **After 100%**		**+32** percentage points
Logging quality Dec 2023 → 2024	Before 74% **After 99%**		**+25** percentage points
Complaint handling Dec 2023 → 2024	Before 78% **After 100%**		**+22** percentage points
Script adherence Dec 2023 → 2024	Before 95% **After 100%**		**+5** percentage points
Calls abandoned in the queue Q1 → Q4 · 2024	Before 13% **After 4%**		**-9** percentage points
Incoming ring time Q1 → Q4 · 2024	Before 9 seconds **After 4 seconds**		**-55.6%** relative change

Car maintenance

Maintenance department at a large car dealer (an existing system we developed) · Q1 → Q4 2024

Maintenance experience index Q1 → Q4 · 2024	Before 67% **After 86%**		**+19** percentage points
Net Promoter Score (NPS) Q1 → Q4 · 2024	Before 50 **After 67**		**+17** points
Repeat complaints Q1 → Q4 · 2024	Before 77% **After 31%**		**-46** percentage points
Complaint resolution time Q1 → Q4 · 2024	Before 9 days **After 4 days**		**-55.6%** relative change
Customer response time Q1 → Q4 · 2024	Before 48 hours **After 30 hours**		**-37.5%** relative change
Customer effort Q1 → Q4 · 2024	Before 76% **After 80%**		**+4** percentage points

Source: periodic voice-of-customer reports by In a Blink of an Eye; sector only, no names. Improvement is the result of joint work with the client's team; for complaints and time, a decrease is an improvement. A percentage point is the direct difference between two percentages; for other figures, the relative change is shown.

Quick Maintenance, B2B and Logistics

Three sectors, with clear results in each



Three sectors: mystery shopping, voice of the customer in business, and comparison against a target

Quick maintenance

A network of oil-change and quick-service centers · 24 mystery-shopping visits a month · 2024

Mystery shopping: overall score Jan → Aug 2024	Before 68% **After 80%**	+12
Sales skills & product knowledge Jan → Aug 2024	Before 78% **After 92%**	+14
Extra mile with customers Jan → Aug 2024	Before 22% **After 75%**	+53
Cashier performance Jan → Aug 2024	Before 61% **After 64%**	+3

B2B: Corporate sales

An industrial supplier · sales engineers · 329 surveys · from the first month of service

Staff evaluation Aug 2021 → Feb 2022	Before 61% **After 81%**	+20
Surveys completed monthly Sep 2021 → Feb 2022	Before 44 **After 71**	+61.4%

86%
Product satisfaction

81%
Overall satisfaction

61%
Sales engineer follow-up: starting point

Logistics: A delivery company

A five-agent contact center · 10,118 calls and 3,153 cases · Jan – Jul 2021

First-contact resolution: actual vs. target Jan – Jul 2021	Target 80% **Actual 85%**	+5 percentage points

82%
Promoter customers

56%
of the dissatisfied asked for courier training

2,246
customers called back about the same case

Customer satisfaction is steady at 89%. No earlier measurement is available in this report, so we show the comparison against the target. The measurement showed that delays (56%) and courier behavior (37%) caused 20% of customers' dissatisfaction. Source: periodic voice-of-customer reports by In a Blink of an Eye; sector only, no names. Improvement is the result of joint work with the client's team; for complaints and time, a decrease is an improvement. A percentage point is the direct difference between two percentages; for other figures, the relative change is shown.

Restaurants and Women's Fashion

Restaurants and fashion: impact before and after the founding

A dine-in restaurant with three branches, and the founder's pre-founding experience (2019)

Restaurants

A dine-in restaurant with three branches · sales 2025 → 2026 · survey August 2026 (134 guests)

Monthly sales (time correlation) 2025 → 2026	Before 963K **After 1.32M**		**+37.1%** relative change
Monthly orders 2025 → 2026	Before 4,708 **After 6,133**		**+30.3%** relative change
Average order value 2025 → 2026	Before 205 **After 215**		**+4.9%** relative change

99%
Satisfaction with staff welcome and cooperation

98%
Satisfaction with serving speed

108 / 4
Positive / negative Google reviews

Women's fashion (pre-founding)

Two brands with dozens of branches and an online store · 2019 · from the founder's experience before the company was founded

Google Maps searches: first brand Aug → Dec	Before 26,240 **After 88,500**		**+237.3%** relative change
Google Maps searches: second brand Aug → Dec	Before 5,905 **After 35,535**		**+501.8%** relative change
Direction requests: second brand Aug → Dec	Before 139 **After 410**		**+195.0%** relative change
Branch complaint closure May → Dec	Before 72% **After 98%**		**+26** percentage points
Online store complaint closure Apr → Nov	Before 70% **After 98%**		**+28** percentage points
Branch complaints per month May → Nov	Before 476 **After 39**		**-91.8%** relative change

Sales are a time correlation, not proof of cause: 93% of the increase came from one branch. The 2019 results predate the company's founding in 2020 and are shown as the founder's experience. The improvement coincided with the launch of the Google Maps listings and the complaint-closure process. Source: periodic voice-of-customer reports by In a Blink of an Eye; sector only, no names. Improvement is the result of joint work with the client's team; for complaints and time, a decrease is an improvement. A percentage point is the direct difference between two percentages; for other figures, the relative change is shown.

Let's Connect | Investors

Let's grow together

Invest in the customer-experience partner for Saudi multi-branch businesses

Partner with us as we scale connected customer experience across the Kingdom.
Our team is ready to share the full investment case and answer your questions.



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