



GLOBAL CX TRANSFORMATION

The NajdCommerce Blueprint

Precision Automation for Saudi E-commerce Excellence

CLIENT

NajdCommerce (Saudi E-commerce)

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DIGITAL INNOVATION & SP

Executive Summary

This document presents a comprehensive technical and customer experience (CX) architecture for implementing HubSpot Service Hub Enterprise at NajdCommerce, a rapidly growing Saudi e-commerce company. The solution addresses critical operational challenges including fragmented customer communication, inconsistent service delivery, and lack of performance metrics.

The Challenge: Business Leakage

NajdCommerce's support team manages inquiries across disconnected channels (WhatsApp, email, social media), resulting in operational inefficiencies and customer frustration. The current state reveals significant business leakage:

Metric	Current State	Business Impact
Missed Tickets	15-20%	Revenue loss + reputation damage
First Response	8-12 hours	Customer churn + negative reviews
Resolution Time	3-5 days	Repeat contacts + agent burnout
CSAT Score	~65%	Below industry standard (80%+)
Return Processing	7-10 days	Cash flow impact + dissatisfaction

Current State Performance Metrics

The Solution: Unified Intelligence

A strategic Service Hub Enterprise implementation featuring six integrated pillars that transform customer support from a cost center to a competitive advantage. This architecture delivers immediate operational improvements while building a scalable foundation for growth.

The 6-Pillar Technical Solution



Integrated E-commerce Ecosystem Architecture

Unified Ticketing

Multi-channel inbox with automated routing (Arabic/English/VIP)

Custom Data Architecture

Order & Return objects for contextual support

Real-Time Integrations

Salla/Zid, SMSA/Aramex, HyperPay/Moyasar sync

Self-Service Portal

SSO customer portal (60% ticket deflection)

Closed-Loop Feedback

CSAT/NPS/CES with detractor recovery

Saudi Optimization

Bilingual, city-based SLAs, Ramadan capacity

Custom Objects Schema

Two custom objects separate transactional data from contacts for scalability and analytics. The `order_details` object centralizes e-commerce order data with properties including `order_id`, platform (Salla, Zid, Shopify), `order_value`, payment status, delivery city, and VIP customer flagging. The `return_requests` object tracks product returns with warehouse integration for seamless refund processing.

API Integration Architecture

Bidirectional sync between HubSpot and external systems using webhook-driven serverless functions enables real-time order visibility in ticket context, automated ticket creation for high-value orders, 40% reduction in WISMO (Where Is My Order) tickets, and agent productivity boost via instant data access.

Saudi Market Competitive Edge

The NajdCommerce solution is specifically architected for the unique demands of the Saudi Arabian market, combining cultural sensitivity with operational excellence.

This architecture bridges the gap between global automation standards and Saudi cultural nuances, turning every support interaction into a loyalty-building moment.

Bilingual Experience

All touchpoints (portal, emails, chatbot, knowledge base) are fully bilingual in Arabic and English with automatic language detection. Right-to-left (RTL) text direction support ensures native Arabic user experience.

Prayer Time Awareness

Survey delivery respects Fajr-Isha prayer windows, with peak engagement hours scheduled post-Iftar during Ramadan. This cultural sensitivity drives higher response rates and customer satisfaction.

Geographic SLA Tiers

Geographic Tier	First Response SLA
Riyadh / Jeddah / Dammam	2 hours
Secondary Cities	4 hours
Remote Areas	8 hours

Geographic Service Level Agreements

Seasonal Surge Capability

Ramadan drives 3x capacity requirements. The solution includes pre-provisioned agents, overflow routing, and automatic scaling to handle peak volumes without service degradation.

Local Payment Integration

Native support for HyperPay, Moyasar, Tabby (BNPL), and Cash on Delivery (COD) with automated refund workflows ensures seamless financial operations aligned with local preferences.

Operational Scalability



The CX Command Center - Future State Operations

Serverless Routing Architecture

The advanced ticket router auto-scales to handle 500+ tickets per hour during peak periods. The serverless architecture dynamically assigns tickets based on language (Arabic/English), VIP status, and team capacity with intelligent overflow management.

Database Indexing & Performance

Optimized indexes on `order_details` (`order_id`, `delivery_city`, `is_vip_customer`, `order_status`) and `return_requests` ensure sub-500ms ticket creation including associations. Redis caching for frequent access data delivers <1.5s portal response times.

Performance Benchmarks

Metric	Target
Ticket Creation	<500ms (including associations)
Serverless Execution	<2s (routing + assignment)
API Rate Compliance	100 req/10s (HubSpot limit)
Concurrent Handling	500+ tickets/hour peaks
Portal Response	<1.5s (cached data)

Strategic Impact & ROI



Performance Transformation

Metric	Before	After	Improvement
First Response Time	8-12 hours	<2 hours	> 75%
Ticket Resolution	3-5 days	<24 hours	> 80%
CSAT Score	~65%	>85%	+20 points
Missed Tickets	15-20%	<2%	~ 90% Reduction
Return Processing	7-10 days	<48 hours	> 83%
Agent Productivity	Baseline	+40%	New
Cost Per Ticket	Baseline	-35%	~ 35%

3-Month Post-Launch Performance Metrics

90%

- Customer LTV: +18% (better experience drives retention)
- Peak capacity: 3x Ramadan volume, no headcount increase
- Return fraud: -12% (inspection workflow + image requirements)
- Agent turnover: -25% (better tools reduce burnout)

Qualitative Benefits:

- Enhanced brand perception in competitive Saudi market
- Data-driven decision making through CX analytics
- Scalable foundation for multi-country expansion
- Competitive differentiation via bilingual self-service

The Roadmap

A structured 12-week implementation timeline ensures systematic delivery with minimal business disruption.

Phase	Duration	Key Deliverables	Resources
1. Foundation	Weeks 1-2	Pipelines, KB, Custom Objects, Dev Setup	Admin + Developer
2. API Integration	Weeks 3-4	Salla/Zid, Shipping, Payments, Testing	Developer + QA
3. Customer Portal	Weeks 5-6	Portal Build, SSO, Mobile Optimization	Developer + Designer
4. Automation	Weeks 7-8	Workflows, Chatbot, Routing, Webhooks	Admin + Developer
5. Feedback	Weeks 9-10	Dashboards, Closed-Loop, Performance	Admin + Analyst
6. Launch	Weeks 11-12	UAT, Training, Go-Live, Hypercare	All Team

12-Week Implementation Timeline

Critical Path Items

- Custom Objects (order_details + return_requests) creation
- Salla/Zid webhook receivers operational
- SSO authentication bridge tested and secure
- SLA automation + routing workflows live
- Load test: 500 tickets/hour sustained
- Agent training completed and certified

Success Criteria (30 Days Post-Launch)

- 90%+ tickets meeting SLA targets
- 40%+ portal adoption rate
- CSAT >= 80% (trending toward 85%)
- Zero critical system outages
- Agent satisfaction >= 4/5 with new system

Ready to Transform Your CX?

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