

# CEEN

Introductory  
Booklet



Digital هيئة  
Government الحكومة  
Authority الرقمية





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## Introduction to CEEN

CEEN is a standard for excellence that originates from the Kingdom of Saudi Arabia and extends globally.

Built on the pillars of Customer Experience (CX), User Experience (UX), and Employee Experience (EX), CEEN integrates global total experience best practices with a localized approach aligned with Saudi Arabia's Vision 2030.

CEEN is built to empower government entities and organizations to assess, enhance, and excel in delivering exceptional experiences for citizens, employees, and other stakeholders.

It establishes Saudi Arabia as a global leader in experience innovation, creating a blueprint for success that resonates far beyond the Kingdom.

Through CEEN, entities can:



Align with globally recognized standards to ensure sustainable, citizen-centric excellence.



Gain access to personalized tools, frameworks, and guidance to continually elevate their experience delivery.




Join a global network of CX and UX leaders, sharing best practices, case studies, and success stories that inspire and accelerate growth.

# The CEEN Journey

CEEN transforms the experience landscape by enabling entities to:

- Deliver inclusive, innovative, and citizen-focused services.
- Achieve long-term sustainability and scalability with continuous improvement pathways.
- Become recognized leaders in experience excellence.

The journey begins with CEEN's official framework release, which provides a comprehensive blueprint for achieving excellence.



## 1. Access to Self-Assessment Tools

Entities will gain access to CEEN's self-assessment framework, enabling them to evaluate their current maturity levels across experience dimensions. Entities will identify current strengths and areas of improvement.

## 2. Score Reporting & Personalized Workshops

Based on their self-assessment scores, entities will receive tailored insights and the opportunity to participate in personalized workshops. These workshops help identify challenges, prioritize areas for improvement, and set actionable goals to move to the next level.

## 3. Empowerment with Tools & Resources

CEEN equips entities with:

- Toolkits designed to address specific challenges and support improvement efforts.
- Access to a global calendar of masterclasses, events, and training sessions led by top CX and UX experts.

## 4. Global Recognition & Collaboration

Entities will have the opportunity to showcase their achievements by publishing success stories, gaining visibility, and building credibility as leaders in experience excellence.

Participants will also benefit from CEEN's global partnerships, fostering collaboration through case studies, shared learning opportunities, and best practices



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