Proven CX Business Impact

This CX case study was selected in September 2025 by an independent panel of CXPA judges for recognition of its demonstration of the positive business impact created through a customer experience focus.

CXPA Proven CX Business Impact: Platforms Code, A National Design System for Governmental Entities of Saudi

Company Overview

Saudi Arabia's Digital Government Authority (DGA), with ~300 employees, oversees digital service delivery for over 4,125 services across 278 platforms. Its mission is to improve service quality, efficiency, and citizen satisfaction.

Business Challenge

Government platforms had inconsistent user journeys, limited accessibility, duplicated design work, and vendor misalignment. Citizens faced long processes, fragmented navigation, and limited inclusivity. Operationally, duplication cost tens of thousands of labor hours.

CX Initiative: Platforms Code National Design System

Platforms Code was launched as a unified national design system to standardize government interfaces. Developed collaboratively with public and private stakeholders, it introduced **75+ reusable components, templates, and shared design guidelines** to reduce complexity, improve accessibility, and boost efficiency.

To reinforce **digital trust**, a **national trust stamp** was introduced to certify and assure the credibility of every government portal. Recognizing that trust is not achieved by technology alone but through widespread and consistent adoption, the **Digital Government Authority (DGA)** embedded **change-management practices** across the entire rollout.

- **Awareness** – Delivered webinars, hosted co-creation events, and engaged **10 + early adopters** from the start to build momentum.

- **Enablement** – Recommend 14 technology companies across all practitioner levels to empower and scale private-sector participation.

- **Recognition** – Used public incentives and celebrated early adopters at national events, turning the rollout into a shared-ownership model that reinforced accountability and sustained the culture of trust.

- **Cultural Identity** – Incorporated **symbolic elements from Saudi heritage** into the design system. The **color palette** draws inspiration from **green** (Saudi flag), **white and black** (traditional **thobe** and **bisht** ceremonial cloak), and **purple** (the native **lavender flower**), reinforcing national pride and cultural connection across all digital touchpoints.

Proven Business Impact

- **Adoption**: 101 entities adopted the Platforms Code National Design System by Q3 2025 – **152.5% increase** over the target 40 entities.
- **Efficiency**: Time-to-market reduced by **57%**, and **73%** improvement in cost efficiency, saving over 900,000 SAR.
- **User Trust**: In 2025, beneficiary satisfaction rose to **87%**, the user experience score increased to **88.53%,** and the digital-inclusion result reached **75.30%.**
- **Global Recognition**: From 2018 to 2024, Saudi Arabia made exceptional progress in the United Nations e-Government ranking.
  - In the E-Participation Index, the Kingdom advanced **from 43rd to 7th globally**, a leap of 36 positions.
  - In the Online Service Index (OSI), it surged 67 places to **secure 4th globally**.
  - In the overall E-Government Development Index (EGDI), it climbed 52 places to **reach 6th globally**, ranking 1st in the Middle East and North Africa (MENA) and 2nd among G20 countries.

Core Business KPIs Impacted

- Cost Efficiency
- Time to Market
- Adoption Rate