



The strategy plan outlines the goals and objectives of KSAU-HS in terms of providing a positive experience for its beneficiaries. The plan is identifying the key stakeholders, their needs and expectations, and the resources that will be required to deliver on the desired experience.

Goals:

- Improve user satisfaction
- Improve product or organization reputation
- Improve cost-effectiveness
- Improve efficiency
- Improve sustainability

Stakeholders:

- Students
 - Faculty
 - Staff
 - Alumni
 - Visitors
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- Needs and expectations:

At the KSAU we strive to offer cutting-edge digital services that cater to the diverse needs and expectations of our beneficiaries. To achieve this objective, we follow a set of rigorous controls that govern every stage of our digital service provision process, ranging from design and development to operation and delivery through digital channels. Some of the key controls we use include:

- Guaranteeing active involvement and interaction with the beneficiaries of KSAU facilities via call centre and communication channels such as live chat, main website and social media, while also taking measures to encourage and amplify the utilization of these services and achieve endorsement from the beneficiaries.
- Adopting creative, interactive, and visually appealing design, as well as easy accessibility and intuitive usage. Additionally, the architecture and effective organization of information, along with presentation and display, also developing digital content for digital government services and facilitating access to it



- Aligning the practices used within the university with indicators for evaluating all services and practices

Resources:

- Staff time
- IT Dept
- Technology