



# HOW TO REACH THE MODERN MIDDLE EASTERN CONSUMER

Strategies for brands to effectively engage Middle Eastern consumers to tap into the lucrative MENA market.



Consumer spending in the Middle East and North Africa (MENA) is **expected to soar to \$62 trillion by 2025**. With digital penetration in the region showing no signs of slowing down, **customers are embracing eCommerce like never before**.

As such, today's Middle Eastern consumers expect —and demand— **stellar customer experiences (CX)** from brands. If they receive anything less, **brands will miss out big time**.



● ➤ **Mitto's recent survey found that:**

Nearly one-quarter of consumers would stop purchasing from a brand after just one negative experience

Almost two-thirds of Middle Eastern customers would lose trust in a business following subpar experiences and support

After two to three poor interactions, that number increases to 36%

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**BUSINESSES LOOKING TO TAP INTO THE BOOMING MENA MARKET MUST DELIVER EXCEPTIONAL EXPERIENCES TO MIDDLE EASTERN CUSTOMERS.**

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# INFLATION IS A DRIVING FORCE BEHIND HIGH CUSTOMER EXPECTATIONS

Inflation is causing Middle Eastern consumers to think twice about spending.

And as prices continue to rise, so does the desire for fantastic customer experiences:



More than half of MENA consumers are anticipating brands to improve their CX and customer support



Close to half of customers want a greater level of personalization from brands during times of high inflation



Middle Eastern consumers are awaiting more quality services to compensate for price increases

With almost one-third of consumers reporting they would rather go to the dentist than have a painful brand interaction, delivering a fantastic CX to Middle Eastern customers could increase their spending habits during inflation.

## OMNICHANNEL COMMUNICATIONS IS KEY

To effectively engage MENA consumers, even during periods of inflation, **brands must take an omnichannel communications approach**. This ensures businesses deliver memorable experiences on customers' favorite platforms while providing them with flexibility and convenience.



Some of the most popular social apps among Middle Eastern consumers that brands should leverage include Viber, WhatsApp, and Facebook Messenger.

## When it comes to brand-consumer interactions, Mitto found that:

One-third of Middle Eastern customers prefer to communicate with brands via both chat apps and SMS

Two-thirds of consumers believe it's essential for brands to offer the option to communicate on numerous channels, including SMS, chat apps, and social media

One-third of MENA residents define good customer support as the flexibility to connect on different channels



## REACHING MIDDLE EASTERN CUSTOMERS THE RIGHT WAY

Use these tips to effortlessly implement omnichannel strategies and engage MENA consumers in all the right ways.



Meet them on their favorite social apps



Rather than sending generic messages en masse, tailor communications to individual consumers with images, videos, and links



Provide instantaneous support 24/7 with automated messages and chatbots



Develop a deep understanding of the region's cultural diversity to know what channels, languages, and terminology customers use



Be empathetic toward consumers' inflation pain points and demonstrate you understand their needs and desires

# CONNECT WITH MENA CONSUMERS ON A PERSONAL LEVEL

**Build stronger relationships** with Middle Eastern customers on their platforms of choice with Mitto Conversations.

Seamlessly **manage all communications** across all channels from our single, easy-to-use dashboard.

Mitto Conversations allows you to:



**Personalize conversations** with links, images, and videos



**Automate your support** with custom auto-replies and AI chatbots



**Organize your conversations** so you always know whom you're talking to and why



**Integrate our solutions** with tools you already use, including Salesforce, Shopify, and HubSpot



Start chatting right away since there's **no need to code**



**Make conversations accessible** to your entire team

**READY TO START  
ENGAGING MENA  
CONSUMERS AND  
DRIVING SALES?**

Contact Mitto today

