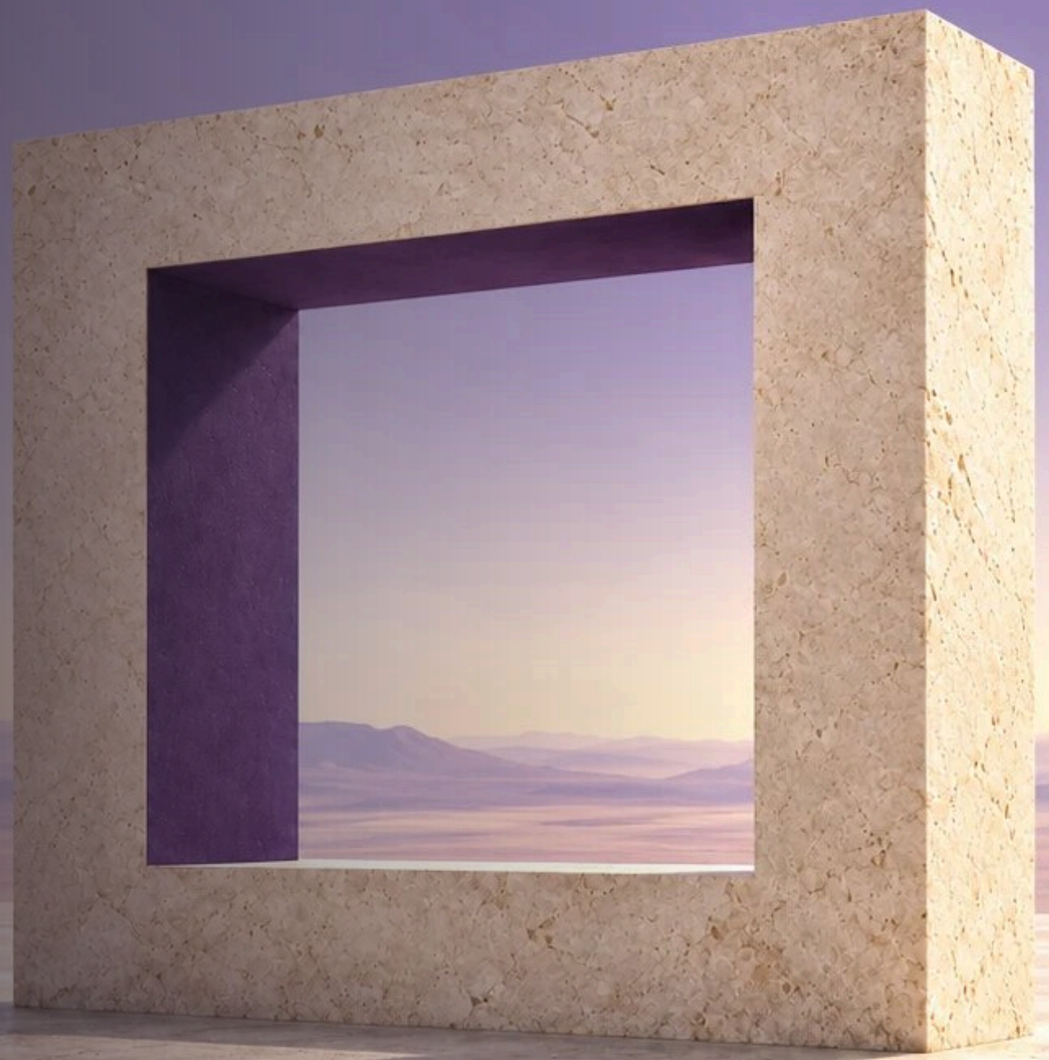
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NAFITHA

Company Profile · 2026

Data quality starts at the window

A Saudi platform specialized in primary data collection and the execution of field and digital surveys and studies.

- Field Surveys
- Phone
- Online
- In-Depth Interviews
- Focus Groups
- Mystery Shopper
- Analysis & Reporting



Web nafitha.com.sa **Email** info@dsw.sa **Head office** Riyadh, Saudi Arabia

Who we are

Nafitha is a Saudi digital platform specialized in primary data collection and the execution of surveys, questionnaires, and field and digital studies, through technical solutions and scientific methodologies that guarantee data quality and result accuracy.

Nafitha was born from a growing need for accurate, verifiable primary data, helping decision-makers, researchers, study centers, and government and private entities build their decisions on correct, verifiable information.

Data requesters

Accurate data from a verified audience

Respondents

Rewarding compensation for taking part

Field researchers

Work and qualification to clear standards



Nafitha in numbers

One platform for data collection, verification, analysis, and reporting.

20+
years of consulting and market-research experience

8
integrated services on one platform

7
work stages from need to report

12+
sectors and entities we serve

Field researchers in every region and governorate of the Kingdom



نافذة NAFITHA

Vision, mission and values

Our vision

To be the first and most trusted choice for primary data collection and the execution of field and digital surveys and studies in Saudi Arabia and the region.

Our mission

To provide integrated, reliable solutions for primary data collection that help government, private, research, and consulting entities reach accurate, verifiable data capable of supporting strategic and operational decisions.

Our values

Reliability
We commit to data you can depend on for decision-making.

Accuracy
Scientific methodologies and verification that guarantee result quality.

Transparency
Clear procedures and the rights of all platform parties.

Innovation
Technology and AI to improve data-collection quality.

Professionalism
Professional standards in managing and executing studies.

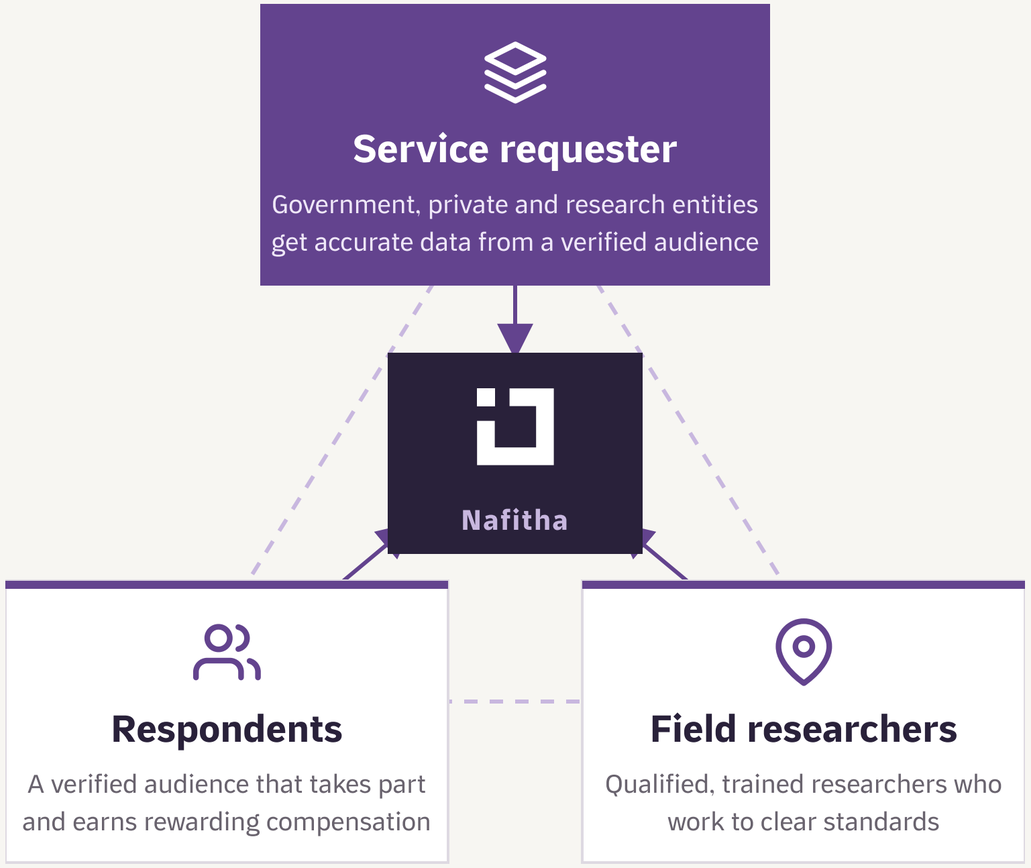
Partnership
A balanced relationship between client, respondent, and field researcher.

Three doors, one window

One platform connecting data requesters, field researchers, and respondents.

A complete loop between every party in data collection: institutions reach accurate data from a verified audience, respondents earn rewarding compensation, and field researchers work to clear standards with qualification programs.

- **The client requests a study and defines its target audience**
- **A verified audience takes part, and researchers collect in the field**
- **Every response is verified before it is accepted**
- **Data and reports are delivered, and every party receives its due**



Our services

An integrated suite of primary data collection, research and survey services for government and private entities, research centers, universities, consulting firms, graduate students and individuals.

01

Field Surveys

Face to face, by qualified field researchers across every region and governorate of the Kingdom.

02

Phone Surveys

Through a state-of-the-art call center with trained, qualified national teams.

03

Online Surveys

Design, distribution and management, with precise targeting and AI-powered quality control.

04

In-Depth Interviews

One-on-one interviews with stakeholders and experts for a deeper understanding of trends and motivations.

05

Focus Groups

Moderated discussions with selected participants to explore opinions on a product, service or issue.

06

Mystery Shopper

Covert visits and interactions that measure service quality against defined standards.

07

Statistical Data Analysis

Cleaning, coding and analysis that turn raw responses into usable indicators.

08

Report Preparation

Professional reports with tables, charts, indicators and executive recommendations.

Quantitative data collection

We reach the target audience through the right channel for each study: in the field, by phone, or online.



Field Surveys

Surveys conducted by qualified field researchers across every region and governorate of the Kingdom, reaching the target audience directly, following a clear methodology and verification procedures that guarantee response quality.

Includes: Studies and surveys requiring direct access to beneficiaries, service evaluations, and gathering the views of specific groups at specific locations.



Phone Surveys

Data collection by telephone through a call center equipped with the latest technology and trained national teams, with defined call scripts, professional controls and verification that ensure answer accuracy.

Includes: Opinion polls, satisfaction measurement and customer follow-up, documented with call recording.



Online Surveys

Designing, publishing and managing online surveys, targeting the right audience, controlling response quality with artificial intelligence, and analyzing results to each project's requirements.

Includes: Digital studies, academic questionnaires, impression measurement, and data from wide segments in a short time.

Qualitative research and beneficiary experience

When numbers are not enough: we understand motivations and experiences, and measure the service as the beneficiary lives it.



In-Depth Interviews

Specialized individual interviews with stakeholders, experts or beneficiaries, to reach a deeper understanding of trends, motivations and experiences.

Includes: Qualitative studies, policy evaluation, understanding customer behavior, and analyzing complex experiences.



Focus Groups

Organizing and moderating group discussions with a selected sample of participants, to explore opinions, perceptions and impressions about a specific product, service or issue.

Includes: Idea testing, audience-trend studies, campaign evaluation, and product and service development.



Mystery Shopper

Real covert visits or interactions that measure service quality and the beneficiary experience against defined standards, followed by precise reports that help improve performance.

Includes: Branch evaluation, service-quality measurement, standards-compliance monitoring, and customer-experience improvement.

From data to decision

Clean, analyzed data, and reports that turn results into actionable recommendations.



Statistical Data Analysis

Cleaning, coding and analyzing data with the appropriate statistical methods, and turning it into indicators and results that are understandable and actionable.

Includes: Academic research, market studies, performance reports, and satisfaction and customer-experience measurement.



Report Preparation

Professional reports that present results clearly, supported by tables, charts, indicators and executive recommendations, helping organizations make data-driven decisions.

Includes: Consulting reports, research reports, satisfaction-measurement reports, and decision-support reports.

Why Nafitha?

Because decision quality starts with data quality.

Accredited government-platform partnerships
Raising data reliability and trust in respondent and researcher profiles.

Official respondent verification
Data collected from a real, qualified audience matching study requirements.

Field-researcher qualification
A training program and exams before any researcher is accredited on the platform.

Multi-level quality assurance
Artificial intelligence alongside traditional review and verification.

Fast execution
Through a wide network of field researchers and respondents.

Comprehensive services
Every primary-data service on one platform.

Rewarding participant compensation
Respondents earn financial rewards for taking part in surveys.

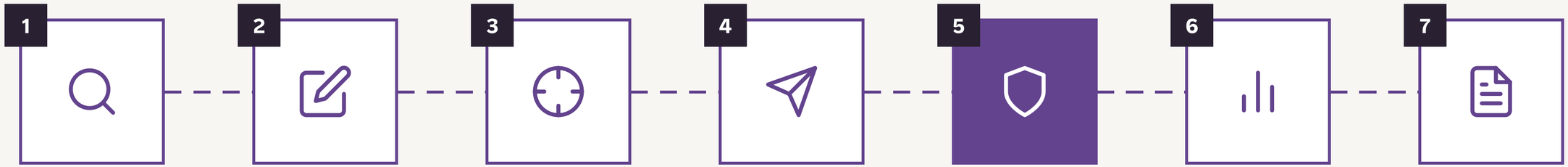
Flexibility for clients
Options that fit companies, institutions, researchers and diverse entities.



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How we work

Nafitha's methodology starts with understanding the client's need and ends with a decision-ready report: seven clear stages, each with its own standards.



1 Understand the need
Study objectives and target audience

2 Design the instrument
The right data-collection tool

3 Define the sample
A representative sample

4 Collect the data
Across the right channels

5 Assure quality
Traditional verification plus AI

6 Analyze the data
Review, clean, and analyze

7 Deliver the report
Findings and executive recommendations

The outcome: trusted data and a report of findings and actionable recommendations, on a clear timeline.

Data quality starts at the window

Nafitha combines official partnerships, respondent verification, field-researcher qualification and AI, raising data quality and the credibility of results.

Official respondent verification
A real audience that matches the study's requirements

Qualified, tested researchers
A training program and exams before approval

Automated AI checks
On every response, the moment it arrives

Traditional review and verification
By the quality team

Trusted data… sharper decisions



Trusted partnerships that strengthen identity verification and data security

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Sectors we serve

We serve a wide range of sectors and entities.

- Government & semi-government entities
- Universities & educational institutions
- Faculty members & researchers
- Research & study centers
- Consulting firms
- Startups & SMEs
- Industrial & commercial companies
- Service institutions
- Non-profit organizations
- Graduate students
- Individuals & independent researchers
- Satisfaction & CX measurement entities

Founders' experience

Nafitha stands on cumulative expertise spanning consulting, market research, technology, and a deep understanding of public- and private-sector needs in the Kingdom.

20+ years of experience

- More than 20 years of experience in the Saudi consulting and market-research market
- Advanced academic qualifications and technical specializations from prestigious British universities
- Deep knowledge of government, private-sector, and research needs
- Hands-on experience in study design, data collection, analysis, and reporting
- Proven ability to apply technology to more efficient primary data collection



Trusted data... sharper decisions.

Your window to high-quality primary data. Choose your door:

Service requester

For government entities, companies and institutions, the non-profit sector, and students

Participant

Take part in online surveys and earn rewarding compensation

Field researcher

Join the qualified researcher network and work to clear standards

Contact us

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Scan to visit
the Nafitha website