



MAIN WORKSHOP **CUSTOMER CENTRICITY** A MATTER OF SURVIVAL

Key Success Factor
in Services Industry

18th-19th APRIL 2017

ORIGIN TRAINING CENTRE | BAHRAIN

EVENT MANAGEMENT

ORIGIN[®]
GROUP



OriginBahrain
origin.com.bh



MEMBER OF



HUMAN RESOURCE
EXCELLENCE
INTERNATIONAL

WHAT IS CUSTOMER CENTRICITY?

Customer-centricity is an approach to doing business that focuses on providing a positive customer experience both at the point of sale and after the sale in order to drive profit and gain competitive advantage.

A customer-centric approach can add value to a company by enabling it to differentiate itself from competitors who do not offer the same experience.



WORKSHOP DELIVERABLE

Attend this premier workshop and gain insights to:

- Enhancing your customer's experience through Product innovation, personalization and exclusivity.
- Cultivating a customer – centric organisation by installing a customer – centric mindset into the organisation.
- Integrating channeling within the organisation for customer – centric engagement.
- Benchmarking customer centricity in your organisation with best practices from across industries.

WHO SHOULD ATTEND?

- Senior Managers
- Customer Services Managers
- Business Leaders
- Line Managers
- Customer Services Staff
- Front Line Staff

KEY LEARNING BENEFITS

Powerful benefits for you and your team

- Incorporate customer feedback into experience design.
- Measure your performance using customer centric KPI's.
- Transform your culture and reward systems.
- Engage leadership and staff.
- Learn how customers feel about your company.
- Align technologies and processes to customer needs.
- Map and improve customer journeys.



PRESENTER



Sol Bou Nacklie



Sol is a business and management consultant, as well as teaching at universities and working with companies in the Middle East, Europe and Asia.








He earned an MBA from Texas Christian University and has over 40 years of experience in management, sales and marketing; his focus is in building successful businesses in various markets. Sol worked for 16 years in FMCG, 4 years in industrial developments, 2 years in food manufacturing and sales, and 12 years in home appliances and air conditioners, and most recently 6 years in environmental waste management and general consulting.

Sol worked for large multinational companies like Procter & Gamble and for large government institutions like the Saudi Industrial Development Fund in Riyadh.








He was born and grew up in Africa, was educated in the US, lived and worked for 16 years in Switzerland and Spain, while he traveled for work in the Middle East, Europe and Africa. Then he moved to Saudi Arabia where he lived and worked for 18 years.

He is conducting many workshops on customer Centricity in the GCC, Europe and MENA Regions.

PROGRAMME | DAY 1

TIME	PROGRAMME
08:00 – 08:30	 <i>Registration - Tea & Coffee</i>
08:30 – 10:00	 Session 1: Customer – Centric Approach <ul style="list-style-type: none">• Introduction on the Concept of Customer Centricity• Customer Behavior• Marketing Strategy• Foster a Customer-Centric Culture
10:00 – 10:15	 <i>Tea & Coffee Break</i>
10:15 – 12:00	 Session 2 : Customer – Centric Best Practices <ul style="list-style-type: none">• The Consumer Purchase Decision Process• Post Decision Process, Based on Usage Experience• Engage with Customers from the Beginning• Demonstrate customer commitment from the top-down• Exercises and Case Studies
12:00 – 12:30	 <i>Prayer Time / Tea & Coffee Break</i>
12:30 - 14:30	 Session 3 : 80/20 Application to Customer – Centric <ul style="list-style-type: none">• Defining and Segmenting Demographics• Use Customer Lifetime Value to Segment Customers• Customer Knowledge• Interactive Exercises
14:30	 <i>Lunch and Close of the day one</i>

PROGRAMME | DAY 2

TIME	PROGRAMME
08:00 – 08:30	 <i>Tea & Coffee (Network)</i>
08:30 – 10:00	 Session 4 : Customer – Centric Characteristics <ul style="list-style-type: none">• Consumer Attitude• Group Influence: How it Impacts the Brand Image• Recognize the Customer Across all Channels• Interactive Exercises
10:00 – 10:15	 <i>Tea & Coffee Break</i>
10:15 – 12:00	 Session 5 : Value of Becoming Customer Centric <ul style="list-style-type: none">• Making Contact with the Customer• Customers Opinions• Design Processes from the Customer’s Point of View• Interactive Exercises
12:00 – 12:30	 <i>Prayer Time / Tea & Coffee Break</i>
12:30 - 14:30	 Session 6 : Customer – Centric Outcome <ul style="list-style-type: none">• Helping the Customers to Remember• Final Interactive Exercises: How to Negotiate a Win Win.• Encourage Customer Innovation
14:30	 <i>Lunch and Close of the workshop</i>

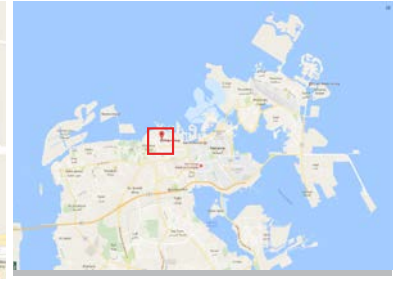
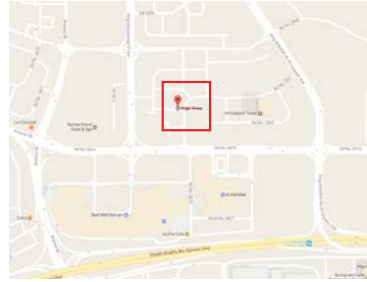
PAST EVENTS



VENUE

ORIGIN[®]
TRAINING CENTRE

Jeera II - 7th floor, Building 2347
Road 2830, Block 428
Seef District
Kingdom of Bahrain



Fees in Bahraini Dinar

BHD 380 per delegate

Corporate rates available

الرسوم بالدينار البحريني

٣٨٠ د.ب للمشارك الواحد

سعر خاص للمجموعات

The workshop fee will include:

- Attending all sessions.
- Full workshop materials.
- Lunch, tea and coffee.
- A certificate of attendance.

Cancellation/Substitutions No cancellation will be permitted once a registration form is received. However, substitution is allowed.

MEMBER OF



PARTNER

الأصائل للمؤتمرات
Al-Assayel for Events Management

ORGANISER

ORIGIN[®]
GROUP

HOW TO REGISTER

+973 17 552 878
+973 377 000 36
+973 377 933 88

OriginBahrain
Origin.com.bh

أبريل ٢٠١٧

الورش التخصصية الكبرى

دراسة حالة . قصص نجاح عالمية ومحلية . تمارين عملية



MAIN WORKSHOP
**360 Degree
Feedback**



ورشة عمل مكثفة:
اكتشاف ومعالجة الغش والتزوير
والاحتيال في المستندات والعملات الورقية



Presenter :
**Dr. Clare
Beckett-McInroy**
Master Coach in Leadership and
Organisational Development
British



مقدم الورشة:
أ. نشأت جابر محمود
مدرب ومستشار تدريب -
جمهورية مصر العربية

Duration : 2 Days

Date : 11-12 April 2017

Venue : Regency Hotel - Bahrain

Language : English

المدة : يومان

التاريخ : ٢-٣ أبريل ٢٠١٧

المكان : فندق الدبلوماسية - مملكة البحرين

اللغة : اللغة العربية

ORGANISER

ORIGIN[®]
GROUP

REGISTER NOW

للتسجيل الآن

+973 17 552 878
+973 377 000 36
+973 377 933 88

Origin.com.bh
OriginBahrain

MAIN WORKSHOP

CUSTOMER CENTRICITY

A MATTER OF SURVIVAL

**Key Success Factor
in Services Industry**

MEMBER OF



EVENT MANAGEMENT

ORIGIN[®]
GROUP

HOW TO REGISTER

+973 17 552 878
+973 377 000 36
+973 377 933 88

OriginBahrain



Origin.com.bh