

Under the Patronage of H.H.
Sayyid Mohammed bin Thuwaini bin Shehab Al-Said
Sultanate of Oman



تحت رعاية صاحب السمو
السيّد محمد بن ثويّني بن شهاب آل سعيد الموقر
سلطنة عمان



SHEP HYKEN

A Customer Service Expert New York Times
Bestselling Business Author

المؤتمر الثالث لتميز المؤسسات في خدمة العملاء والمراجعين

Customer Service Excellence Seminar
**THE AMAZEMENT REVOLUTION
TOWARDS OUR CUSTOMERS**

مع ترجمة فورية للغة العربية

13th Monday
October 2014

Crowne Plaza Muscat - Sultanate of Oman



بالتعاون مع
In conjunction with

ORIGIN[®]
GROUP

الأصائل لتنظيم المؤتمرات
Al-Asayel for Conference Management

Customer Service Excellence will give you the competitive advantage you need to survive in a tough and increasingly uncertain business climate. In today's customer-oriented business environment, «people skills» are critical for personal and organizational success. How you handle your customers can directly affect your individual goals as well as your team's and organizational performance. This customer service training conference gives you the skills you need to reach the customer amazement as well as how to communicate with professionalism, gain respect, enhance customer relationships and secure an overall competitive advantage through customer service excellence.

This program is designed to be highly interactive, challenging and stimulating. Delegates will learn by a combination of active participation using program materials, case study review, discussion, syndicate group work, skills practice exercises, training videos and exploration of relevant organizational issues. It synthesizes use of relevant organizational theory and customer service best practice with core communication strategies and skills.

يعتبر التميز في خدمة العملاء والمراجعين ميزة تنافسية تحتاجها المؤسسة لتتقدم مهما كانت درجة صعوبة بيئة السوق التي تعيشها.

إذ أن كيفية التعامل مع الزبائن بأنواعهم تؤثر وبشكل مباشر على الأهداف الشخصية للموظف وكذلك أهداف الفريق الذي ينتمي إليه وبالنتيجة المؤسسة وأدائها بشكل عام.

سيسلط هذا المؤتمر الضوء على أفضل التطبيقات في مجال التميز في خدمة العملاء والمراجعين للوصول إلى «إبهار العملاء والمراجعين» من خلال المحاضرات وورش العمل التي سيقدمها شيب هايكن بالإضافة إلى مشاركة بعض المسؤولين في البحرين لاستعراض بعض التجارب والقصاص الناجحة والتي حققت إنجازات باهرة في هذا المجال .

تم تصميم هذا البرنامج ليشكل عامل تواصل متبادل لمناقشة المهارات اللازمة للوصول إلى «إبهار العملاء» من خلال التعامل معهم باحترافية، وكسب احترامهم، وتعزيز العلاقة معهم مما يؤمن ميزة تنافسية للمؤسسة في خدمة عملائها.

BENEFITS / LEARNING OBJECTIVES

الأهداف المرجوة

- Know what the Amazement Revolution is.
- Identifying the seven strategies needed to achieve The Amazement Revolution.
- Achieving the Customer Service Excellence.
- Differentiate between satisfied customers & loyal customers.
- Expanding your communication skills to get along easily with more customers.
- Developing the Customer Amazement at your organization.

- معرفة ماهية «ثورة الإبهار».
- كيفية تحقيق التميز في خدمة العملاء.
- معرفة الاستراتيجيات السبع اللازمة لتحقيق «ثورة الإبهار» في خدمة العملاء والمراجعين.
- معرفة الفرق بين رضا وولاء العميل.
- توسيع وتطوير مهارات للوصول إلى مزيد من العملاء بشكل أسهل للعميل.
- تطوير إبهار العميل في المؤسسة.

WHO SHOULD ATTEND?

الفئات المستهدفة

Customer Service Professionals, Managers, Front Desk Supervisors/Staff, Staff of Service Ministries, Banks, Hotels, Hospitals and Telecommunications Company's Call Centre Staff, Hotels Receptionists and Sales Agents.

مدراء ومسؤولي وحدات خدمة العملاء، مدراء الفروع المصرفية، أخصائيي خدمة العملاء، مدراءهم، موظفو ومسؤولو الخطوط الأمامية، موظفي الوزارات الخدمية، البنوك، الفنادق، المستشفيات وشركات الاتصالات، موظفي مراكز الاتصال، موظفي الاستقبال ووكلاء المبيعات ومدوبيهم وكافة العاملين في مجال خدمة الزبائن.

LANGUAGE

اللغة

English (Direct Arabic Translation Available)

الانجليزية (الترجمة العربية المباشرة متوفرة)



SHEP HYKEN

A Customer Service Expert New York Times
Bestselling Business Author

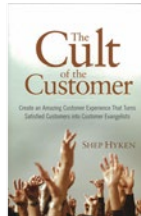
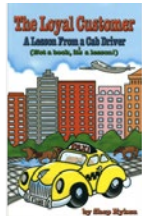
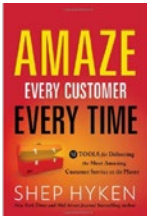
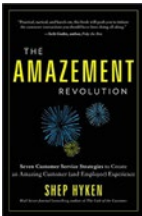
WHO IS SHEP HYKEN ?

Shep Hyken, CSP, CPAE is the founder of Shepard Presentation in 1983, and since then he has worked with hundreds of clients ranging from fortune 100 size organizations to companies with less than 50 employees at different parts of the world.

He is a customer service expert, professional speaker and bestselling author who works with companies and organizations who want to build loyal relationships with their customers and employees. He was awarded (CPAE) the Council of Peers Award for Excellence and (CSP) Certified Speaking Professionals. He is also the author of Moments of Magic, the Loyal Customer and the Wall Street Journal and USA Today bestsellers, The Cult of the Customer and The Amazement Revolution which was also recognized as a New York Times bestseller. Shep Hyken, the creator of The Customer Focus program which helps clients develops a customer service culture and loyalty mindset. His most requested programs focus on customer service, customer loyalty, internal service, customer relations and a motivational program titled "You Are the Magic!"

SOURCE: <http://www.hyken.com/>

SOME OF SHEP HYKEN POPULAR BOOKS



EVENT MANAGER

الشركة الأم

ORIGIN[®]
GROUP

+973 17 552 878

+973 17 552 890

+973 377 933 88

www.origin.com.bh

Registration@origin.com.bh

الأصائل لتنظيم المؤتمرات

AI-Asayel for Conference Management

+968 2450 4030

+968 2450 4088

+968 99171114

Events@assayel.com.om

Alnahdha Tower , Ghala, Oman

من هو شيب هايكن ؟

شيب هايكن هو مؤسس «شيبيرد للعرض» في عام ١٩٨٣، ومنذ ذلك الحين وهو يعمل مع مئات من العملاء من المؤسسات من مختلف القطاعات في مختلف دول العالم. يعتبر شيب من أبرز الخبراء في مجال التميز في خدمة العملاء والمراجعين، بالإضافة لكونه متحدثاً احترافياً و أحد أنجح الكتاب في هذا المجال. يعمل شيب مع المؤسسات التي تتطلع إلى بناء ولاء موظفيها وعملائها على حد سواء. يتمتع شيب بقدره فائقة في تحفيز الموظفين وإيصال المعلومة بطريقة تعتمد على الإبهار والابداع وتقمص الادوار في التدريب. حصل على جائزة التميز (CPAE) وكذلك (CSP) للمتحدثين الاحترافيين. له العديد من المؤلفات في خدمة العملاء أبرزها:

- "The Loyal Customer"
- "The Cult of The Customer"
- "Amaze Every Customer Every Time"
- "The Amazement Revolution"

وهو الأكثر مبيعا بحسب نيويورك تايمز



Eng. Saleh Al-Shanfri

**A'Saffa Foods – The Chairman
Sultanate of Oman**

Eng. Saleh Mohamed Al Shanfari was born in 1962 and graduated from Iowa State University in Agronomy. He is currently the Chairman of A'Saffa Foods and many other posts across the agriculture sector in Oman. He is also holding different positions like the Chairman of Global Computer Services Company, and Assafa Meat Processing Company.



Mrs. Nada Al Gassab

**General Manager - Silah Gulf
Kingdom of Bahrain**

Ms. Nada Al Gassab is an expert in establishing and managing Contact Centers for the different inbound and outbound operations. The first Bahraini to be certified by CIAC as a Contact Center Operation Manager, and in June 2008, she won the Middle East Award for the Best "Customer Life Time Strategist".



Mr. Ahmed Al Banna

**CEO - Origin Group
Kingdom of Bahrain**

Mr. Al Banna is widely respected as an HR and Management practitioner. He has 30 years experience in developing, interpreting and implementing HR and management strategies.



Eng. Huda Al-Ghabshi

**Omantel – Internal Communication Manager
Sultanate of Oman**

Eng. Huda is a young successful female leader with 7 years experience in managing first line support functions as Contact Centers, Retail outlets and Social media. She was chosen by Omantel management to act as a culture change pioneer and play an important role in designing the company strategy for the coming 5 years. During her career progression at Omantel, she acquired many professional certifications and gained in depth experience in long-term customer relationships.



TIME

PROGRAM

| | | |
|---------------|---------------------------------|--|
| 07:30 - 09:00 | <i>Registration and Network</i> | |
| 09:00 - 09:30 | <i>Official Opening</i> | |
| 09:30 - 10:00 | Session One | Moments of Magic |
| | | <ul style="list-style-type: none"> ◆ The difference between satisfied customers and loyal customers ◆ Creating Customer Amazement: Moments of Truth, Moments of Misery™ and Moments of Magic® ◆ Ten best practices to create customer amazement |
| 10:00 - 10:30 | <i>Refreshment Break</i> | |
| 10:30 - 12:00 | Session Two | The “key take-away” |
| | | <ul style="list-style-type: none"> ◆ Communication skills – a key to customer amazement ◆ The “That’s Right” concept – a way to handle a complaint or confrontation ◆ Moments of Magic® Exercise – Tell your story ◆ Moments of Magic® Brainstorm ◆ Key take-away |
| 12:00 - 12:30 | <i>Refreshment Break</i> | |
| 12:30 - 13:30 | Session Three | CEO Forum |
| | | <ul style="list-style-type: none"> ◆ An Interactive Panel Discussion between 4 Key Practitioners from Oman Services Industry and Bahrain with Shep Hyken. <ul style="list-style-type: none"> ◆ Food Industry ◆ Telecom. Industry ◆ Call Centers ◆ Government |
| 13:30 - 15:00 | Session Four | Amazement Revolution - Amaze Every Customer Every Time |
| | | <ul style="list-style-type: none"> ◆ The Amazement Revolution: Seven strategies to create an amazing customer and employee experience ◆ Amazement Revolution exercises and discussion ◆ Key take-aways and questions and answers |
| 15:00 | <i>Lunch</i> | |

SHEP HYKEN

THE AMAZEMENT REVOLUTION TOWARDS OUR CUSTOMERS

13th October 2014

Crowne Plaza Muscat - Sultanate of Oman

Individual/Group
Delegate Registration
Form

Please complete the registration form in CAPITAL LETTERS and return to the **organisers on fax (+968) 2450 4088** or contact **tel. (+968) 2450 4030** for further details. Please photocopy this form for additional registration.

| | |
|----------------------|----------------------|
| Organisation name | <input type="text"/> |
| Contact person | <input type="text"/> |
| Job Title | <input type="text"/> |
| Mailing address | <input type="text"/> |
| E-mail | <input type="text"/> |
| Telephone | <input type="text"/> |
| Facsimile | <input type="text"/> |
| Mobile | <input type="text"/> |
| Authorized Signature | <input type="text"/> |
| Date | <input type="text"/> |

Payment Method:

Please make payments in favour of :

Account Name:

Al Assayel for Conference Management

Bank:

Bank Muscat

Account Number:

0423 0412 6661 0011

| S/N | DELEGATE | JOB TITLE |
|-----|----------|-----------|
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |
| 5 | | |
| 6 | | |
| 7 | | |
| 8 | | |

Fees in OR.

OR. 280 per delegate

Corporate rates available

Fees Inclusive of:

- Free pass to all sessions/workshops
- Participants folder with Seminar materials
- Tea/Coffee Breaks & Lunch available
- A Certificate

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

EVENT MANAGER
KINGDOM OF BAHRAIN

الشركة الأم
ORIGIN[®]
GROUP

For registration / inquiries :

+973 17 552 878

+973 17 552 890

+973 377 933 88

www.origin.com.bh

Registration@origin.com.bh

EVENT MANAGER
SULTANATE OF OMAN

الاصائل لتنظيم المؤتمرات
Al-Assayel for Conference Management

For registration / inquiries :

+968 2450 4030

+968 2450 4088

+968 9917 1114

Events@assayel.com.om

Alnahdha Tower , Ghala, Oman



OriginBahrain

ASAYELCONF



AsayelConf

الأصائل للمؤتمرات

CSCOman

