



SHEP HYKEN

A Customer Service Expert New York Times
Bestselling Business Author

المؤتمر الثالث لتميز المؤسسات في خدمة العملاء والمراجعين

3rd Customer Service Conference
**THE AMAZEMENT REVOLUTION
TOWARDS OUR CUSTOMERS**

مع ترجمة فورية للغة العربية

14th Tuesday
October 2014

Diplomat Radisson Blue - Kingdome of Bahrain

ABOUT THE CONFERENCE

عن الفعالية

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 ويشكل 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 والقصص الناجحة والتي حققت انجازات 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، مدرائهم، 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)

PROGRAM



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 ◆ Key take-aways and questions and answers
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 3 Key CEOs from Bahrain Services Industry and Shep Hyken. <ul style="list-style-type: none"> ◆ Hotel Industry ◆ Banking Industry ◆ Retail Industry
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
15:00	<i>Lunch</i>



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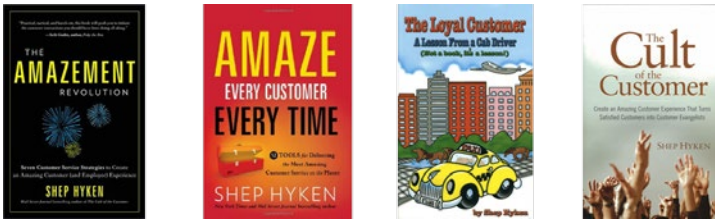
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WHO IS SHEP HYKEN ?

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
KINGDOM OF BAHRAIN



نمزج الخبرة بالإبداع
Blending Expertise with Innovation

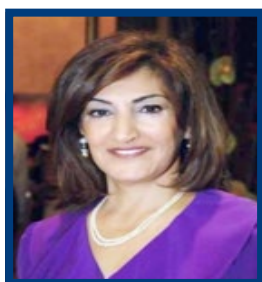
من هو شيب هايكن ؟

شيب هايكن هو مؤسس «شيبيرد للعرض» في عام ١٩٨٣، ومنذ ذلك الحين وهو يعمل مع المئات 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 بقدرة فائقة في تحفيز الموظفين وإيصال المعلومة بطريقة تعتمد على الإبهار والابداع وتقمص الأدوار 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

SPEAKERS



Sh. Hind bint Salman Al-Khalifa

**Chairperson of Al Rashid Group BSC (ARG) since 2005
Kingdom of Bahrain**

Shaikha Hind has an intensive experience in Private and Public sector as she worked with the Ministry of Labour as Assistant Undersecretary during 2000 – 2005. She also holds many position including being a Board Member in many organisations including NGO's. she is also the President of Business and Professional Women's Club (BPW).



Mr. Ned Capeleris

**Hotel Manager, The Ritz-Carlton Bahrain Hotel & Spa
Kingdom of Bahrain**

Ned is an Australian national who has intensive and comprehensive experience in Hotel Management and mainly customer services. Before moving to Bahrain he was holding the position of Executive Assistant Manager, Rooms at Ritz-Carlton Doha. He is currently the Hotel Manager of the beachfront at Ritz-Carlton Bahrain.



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. Mohamed Abdulla Isa

**Chief Speaker and Coach – 3D Speaking,
Kingdom of Bahrain**

Mr. Mohamed is the Founder of 3D Speaking; a company specializing in providing speech coaching services to executives so that they could get laughs, applause and their message across whenever they speak whether to audiences of 50 or 500!. His wide experience covers banking and service industries



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.

3rd CUSTOMER SERVICES CONFERENCE

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Learn from the Best..
to be the Best

14 October 2014

Diplomat Radisson Blue - Kingdome of Bahrain

Individual/Group Delegate Registration Form

Payment Method:

Please make payments in
favour of :

Account Name: **Origin Consulting**

Bank: **Bank of Bahrain & Kuwait**

IBAN Number:

BH 21 BBKU 0010 0000 278 570

SWIFT code:

BBKUBHBM

* Training Levy
Reimbursable



Please complete the registration form in CAPITAL LETTERS and return to the **organisers on fax (+973) 17- 552 890** or contact **tel. (+973) 17- 552 878** for further details. Please photocopy this form for additional registration.

Organisation name

Contact person

Job Title

Mailing address

E-mail

Telephone

Facsimile

Mobile

Authorized Signature

Date

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

Fees in BD.

BD. **360** per delegate

Corporate rates available

Fees Inclusive of:

- Free pass to all sessions/workshops
- Participants folder with Conference 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



For registration / inquiries :

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