



MAIN WORKSHOP
CUSTOMER CENTRICITY
 A MATTER OF SURVIVAL

**Key Success Factor
 in Services Sector**

Banking . Telecommunication . Retail

TUE - WED

7-8 MARCH 2017
 INTERCONTINENTAL REGENCY
 KINGDOM OF BAHRAIN



EVENT MANAGEMENT

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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

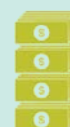
Powerful benefits for you and your team

- 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.



50%

Percentage of customers who would give their bank only two chances to fail before considering a change in banks.



25 billion

Global trading systems are under extreme stress, handling billions of market data messages each day.

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 - 15:00	 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
15:00	 <i>Lunch and Close of the day one</i>

PROGRAMME I 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 - 14:00	 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
14:00 - 15:00	 Panel Discussion
15:00	 <i>Lunch and Close of the workshop</i>

PAST EVENTS



VENUE



INTERCONTINENTAL
REGENCY BAHRAIN

Tel. : +973 17 22 7777
King Faisal Highway - Manama

**For room rate, please contact the organizer*



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 the sessions.
- Full workshop materials.
- Lunch, tea and coffee.
- A certificate of completion.

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

MEMBER OF



PARTNER

الاصائل للمؤتمرات
Al-Assayel for Events Management

ORGANISER

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HOW TO REGISTER

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UPCOMING WORKSHOPS / SEMINARS 2017

Month	Course Title	hrs	Days	Certificate
JANUARY - MARCH	Level 1 Certificate in English for Business	70	20	International Certificate - UK
	International Diploma in IT Skills (Foundation Level)	70	20	International Certificate - UK
	Employee Motivation	14	2	Attendance Certificate
	Selling Professional Services	21	3	Attendance Certificate
	Level 2 Certificate in International Retail Operations	90	23	International Certificate - UK
	Level 2 Certificate in Customer Service	140	35	International Certificate - UK
	Chartered Institute of Procurement and Supply Chain Management	150	38	International Certificate - UK
	Customer Centricity - Main Workshop	16	2	Attendance Certificate
APRIL - JUNE	Level 1 Certificate in English for Business	70	20	International Certificate - UK
	International Diploma in IT Skills (Foundation Level)	70	20	International Certificate - UK
	Certified Six Sigma Green Belt	70	8	Professional Certificate
	Level 1 Certificate in Business Administration	140	35	International Certificate - UK
	Balanced Score Card	21	3	Attendance Certificate
	AAT level 1 Certificate in Accounting	211	70	International Certificate - UK
	Communication and Negotiation Skills	28	4	Attendance Certificate
	The Magic of Making Training Fun	16	2	Attendance Certificate
Chartered Institute of Procurement and Supply Chain Management	150	38	International Certificate - UK	
JULY - SEPTEMBER	Level 1 Certificate in English for Business	70	20	International Certificate - UK
	International Diploma in IT Skills (Foundation Level)	70	20	International Certificate - UK
	Level 2 Certificate in Public Relations	140	35	International Certificate - UK
	Business Report Writing	16	3	Attendance Certificate
	Risk and Change Management	20	4	Attendance Certificate
	Leadership and Management	21	3	Attendance Certificate
	Occupational Basic Health and Safety – First Aid	24	3	Attendance / License
	Chartered Institute of Procurement and Supply Chain Management	150	38	International Certificate - UK
OCTOBER - DECEMBER	Level 1 Certificate in English for Business	70	20	International Certificate - UK
	International Diploma in IT Skills (Foundation Level)	70	20	International Certificate - UK
	Teambuilding Indoors	20	3	Attendance Certificate
	Level 3 Certificate in Selling and Sales Management	140	35	International Certificate - UK
	Level 2 Certificate in Marketing	140	35	International Certificate - UK
	Human Resources Development and Recruitment Analyst	28	5	Attendance Certificate
	AAT Level 1 Certificate in Accounting	211	70	International Certificate - UK
	Chartered Institute of Procurement and Supply Chain Management	150	38	International Certificate - UK
	5 th Customer Service Conference	8	1	Attendance Certificate

MAIN WORKSHOP

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