

LEADING A CUSTOMER SERVICE CULTURE TRANSFORMATION

A 2 DAY COMPREHENSIVE PROGRAM

**JEFF
EILERTSEN**
Vice President,
Client Success

14-15

NOVEMBER 2017

**CROWNE PLAZA
KINGDOM OF BAHRAIN**



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**RON
KAUFMAN**

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LEADING A CUSTOMER SERVICE CULTURE TRANSFORMATION

POWERFUL BENEFITS FOR YOU AND YOUR TEAM

- **Understand** eight key principles that will lead you to Superior Service
- **Take** concrete action to improve your service, right now
- **Achieve** new levels of customer satisfaction, loyalty ... and delight!
- **Gain** additional business from loyal customers who buy more, and more often
- **Win** new customers from constant referrals and “positive word of mouth”
- **Build** a common service language
- **Educate** with “the moral of the story”
- **Become** a better customer and you’ll get better service, too

WHO SHOULD ATTEND?

- This workshop should be attended by your entire senior teams, including heads of all departments and functional areas.
- Frontline staff members who meets daily with your external and internal customers.

Keep your
Customers
Happy, Loyal
and Coming
Back for More!

KEY SPEAKER



JEFF EILERTSEN - USA VICE PRESIDENT, CLIENT SUCCESS

Jeff Eilertsen leads the Client Success team for UP! Your Service, bringing 25 years of experience working in organizational and leadership development firms. As a consultant and global master trainer, he ensures the successful implementation of the UP!

Your Service Implementation Roadmap, working with clients to develop the people, processes and best practices to build a service culture. He also manages the team of consultants and trainers working around the world to put the UP! Your Service methodology into practice. As a speaker, Jeff enthusiastically shares the UP! Your Service approach and success stories with audiences seeking to uplift service culture.

Prior to joining UP! Your Service, Jeff worked for Development Dimensions International, a global talent development firm. He led the design and management of leadership development products and services and implemented large-scale projects in client organizations.

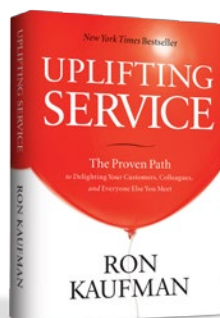
Jeff enjoys the global experience, having worked in over 20 countries in numerous industries, including telecom, banking, insurance, engineering, airline, government, military, health-care and manufacturing. In his career he has also served as an Operations Manager, Sales Manager, and HR Manager at organizations in the manufacturing, publishing and training industries.

Jeff holds a Master's Degree from the University of Oregon and a Bachelor's Degree from Whitman College. He has also participated in numerous personal, leadership and executive development programs around the world.

JEFF EILERTSEN

VICE PRESIDENT,
CLIENT SUCCESS

Ron is the author of the **New York Times bestseller Uplifting Service** and 15 other books on service, business and inspiration. He is rated one of the world's "Top 25 Who's Hot" speakers by Speaker Magazine.



TESTIMONIAL



"Thank you for the excellent 2-day Service Training. I'm very confident that this will go a long way in moving my team and company in the right direction. I must say your research, content and the way you keep all the attendees engaged, was excellent. Looking forward to another session with you soon.




— *Suntec Singapore*
Arun Madhok
CEO



PROGRAM - DAY 1

TIME	TOPIC / DESCRIPTION
07:30 - 08:30	 Reception, Registration & Networking
08:30 - 10:00	Official Opening
	Welcome Message Mr. Ahmed Al Banna CEO, ORIGIN GROUP - KINGDOM OF BAHRAIN
08:30 - 10:00	SESSION ONE Superior Service Cultures <ul style="list-style-type: none">• Benefits for your customers• Benefits for your staff• Benefits for your organization• Confused vs. aligned cultures• Examples of Superior Service Cultures around the world
10:00 - 10:30	 Tea & Coffee Break / Networking
10:30 - 12:00	SESSION TWO How to Build a Superior Service Culture <ul style="list-style-type: none">• What is service? Why?• Service Performance vs. Service Culture• Measuring what matters• Overview -- the Architecture to build a Superior Service Culture<ol style="list-style-type: none">a. Service Leadershipb. Building Blocks of Service Culturec. Service Education
12:00 - 13:00	 Prayer Time & Lunch / Networking
13:00 - 15:00	SESSION THREE Actionable Service Education <ul style="list-style-type: none">• Key concepts from UP! Your Service Courses• Examples and discussion of application• The role of Certified Course Leaders and Change Leaders
15:00-15:30	 Tea & Coffee Break / Networking
15:30 - 17:00	SESSION FOUR The 12 Building Blocks of Service Culture <ul style="list-style-type: none">• Best practice examples and discussion of each Building Block• Identification of most critical Building Blocks to address in this organization• Action planning for Building Blocks
17:00	 Closing

PROGRAM - DAY 2

TIME	TOPIC / DESCRIPTION
08:30 - 09:00	 Registration – Networking over Tea Coffee
09:00 - 09:15	Group Ice Breaker <ul style="list-style-type: none"> • Game
09.15 – 10.30	Brain Storm the day before EACH TRAINER WITH ASSIGNED TABLE <ul style="list-style-type: none"> • Present Findings
10.30 – 10.45	Make the teams according to sectors <ul style="list-style-type: none"> • Each Trainer to facilitate for his/her group and work with them to list down how to apply a service culture
10.45 - 11.45	Mind Map <ul style="list-style-type: none"> • By Ms. Sameera Ali Baba – Mubadara – Bahrain SCAMPER <ul style="list-style-type: none"> • By Mr. Salah Abu Idrees - Master Trainer – Bahrain
11.45 – 12.15	 Break – Networking over Tea Coffee
12.15 – 13.15	Presentation Skills <ul style="list-style-type: none"> • By Ms. Manal Moosa Al Matrook - Bahrain Change <ul style="list-style-type: none"> • By Mr. Jameel Al Hashimi - Bahrain Receiving Feedback <ul style="list-style-type: none"> • By Mr. Mohammed Al Banna - Bahrain
13.15 – 14.30	<ul style="list-style-type: none"> • Presentation to CEO's, GM's, Owners & Heads of sector OR organization • Feedback from Audience
14:30	 Closing – End of day 2



Jeff Eilertsen

Vice President, Client Success - USA

Jeff leads the Client Success team for UP! Your Service, bringing 25 years of experience working in organizational and leadership development firms. As a consultant and global master trainer, he ensures the successful implementation of the UP!

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Jameel Al-Hashemi

Jameel is a “Certified Trainer” from “Uplifting Service”, with over 25 years of experience in Bahrain, UAE, Saudi Arabia, Oman and Qatar. Jameel has worked passionately across a diverse range of industries to assist companies improve profitability whilst helping many people with their careers along the way.

He has also presented various papers in international conferences related to the topics of Vocational Training, Performance Management, Soft Skills and HR & Management Strategies in the UK, USA, Egypt, Jordan and GCC.



Approved Trainer by Up your service



Manal Moosa Al Matrook

Manal is a “Certified Trainer” from “Uplifting Service” and has 17 years experience in Public Speaking and Communication Skills. She has a distinguished toastmasters certificate (DTM) from the toastmasters international - USA. She is the author of Team Work & Training Activities book titled: Bag of Games (in Arabic).

Manal is one out of seven arab leaders who have been selected to attend the “Arab American Business Fellowship (AABF) 2010” in the United States of America.

She has been selected by British Council to represent Bahrain in the first “Youth World Economic Forum” in Greenwich- UK. Manal has achieved recognition for leadership skills by being selected as 1 of only 12 secondary students to serve on the Bahrain Student’s Council.



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Sameera Ahmed Ali Baba

Sameera is a “Certified Trainer” from “Uplifting Service”, with 18 years of solid experience in leadership and management roles, in addition to Training and Development.

She has been selected by “Business in Gulf Magazine - August edition” as one of top hundred women influencers in Bahrain in 2017. Sameera has also received a recognition award from social media club Bahrain chapter for being active, and one of the top influential individuals in social media.



Approved Trainer by Up your service

Salah Abu Idrees

Salah is a “Certified Trainer” from “Uplifting Service”, with 20 years of experience in management roles, in addition to his current position as “Master Trainer” at Origin Training Centre.

Salah has successfully conducted multiple soft skills courses on corporate level, and has also delivered “Internationally Awarded Programs”. He performed many distinguished “Customer Services” programs to different companies in Bahrain.



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PAST SIMILAR PROGRAM



Strategic Partners



Fees inclusive of:

- Free pass to all sessions for two days.
- Full Program Materials
- Tea/coffee breaks and lunch.
- Certificate of attendance signed by Jeff Eilertsen.



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