

## Managing Customer Experience

Investment Studies Center (ISC) @ Union of Investment Companies are delighted to invite you to a training program for Customer Service, Wealth management, Sales, marketing employees and managers, according to the following details:

يسر مركز دراسات الاستثمار لدى اتحاد شركات الاستثمار الإعلان عن تنظيم برنامج تدريبي لموظفي ومدراء خدمة العملاء وإدارة الثروات وموظفي المبيعات والتسويق ودعوتكم للمشاركة فيه، وفقاً للتفاصيل الآتية:

**Program:** Managing Customer Experience **البرنامج:**

**Dates:** Sunday 05<sup>th</sup> of March 2023 **التاريخ:**

**Timing:** 09:00AM – 02:00PM **الوقت:**

**Training Delivery:** In Person at UIC Premises **طريقة التدريب:**

**Language:** English **لغة الفعالية:**

**Instructor:** Dr. Arezou Harraf **المحاضر:**

**Course Details, Registration & Fees in link below** تفاصيل البرنامج، التسجيل والرسوم في الرابط أدناه

<http://unioninvest.org/upcomingevents.aspx>

Registration is open according to availability

**UIC Members** KWD 95 **أعضاء الاتحاد**

**Non-Members** KWD 145 **غير أعضاء الاتحاد**

## Managing Customer Experience

In this course you'll learn the skills and knowledge to identify, match and communicate financial products and services according to the demand and needs of the business customers and to provide specialized knowledge and/or diagnose and problem solve to recommend customized solutions for a diverse range of clients.

### Who is it suitable for:

- Customer experience professionals
- Relationship Managers
- Customer service representatives
- Customer service managers
- Sales professionals
- Marketing professionals
- Employee experience responsibilities in HR teams
- Product and service designers

### What the training cover:

- Conduct segmentation analysis of business market and identify and analyze operating environments of business segments.
- Identify and analyze impact of business segment environment on their current and future financial needs.
- Analyze current customer usage patterns of the organization's business customer categories.



- Design new products and services, tailored to business customer segments, and negotiate their implementation in accordance with the organization's business rules and processes.
- Identify and analyze preferred and optimum communication strategies and vehicles to influence business segments.
- Plan and implement communications campaigns to match financial products and services to identified business segments.
- Plan and monitor strategies to support routine and ongoing communications with business segments.
- Identify, communicate, and monitor performance indicators, and analyze reports against targets using standard protocols and procedures.
- Develop, implement, and monitor strategies to support continuous improvement of business products, services and communications.

### By the end the trainee will have gained:

Skill to identify and forecast business customer needs, identify financial product and service options for customers, communicate financial product and service benefits to customers, manage performance of products, services, and communications for customers. You can also engage better with customers and manage positive customer experiences.

### Expert's Profile: Dr. Arezou Harraf

An experienced educator, Dr. Arezou Harraf holds a Ph.D. in Technology Management and Human Resource Training and Development. She serves as the Head of the Department of Business Studies at Box Hill College Kuwait. She is a Visiting Assistant Professor at the University of Nevada Las Vegas during the summer term. She also serves as an academic advisor for several MBA students at Maastricht University.

Dr. Harraf is the founder and CEO of Learn & Evolve LLC. In this capacity, she helps organizations use strategy, science, and psychology to address workforce challenges such as low performance, productivity, turnover, and retention issues. Moreover, Dr. Harraf is co-founder of Amplify Women Leadership Boot-camp to train women with skills to help them advance to executive positions within their organizations and or become successful venture creators and entrepreneurs. With a focus on the future of technology and HR, she consults with organizations on improving existing in-house technology platforms to enhance features relating to HR and employee needs.

Dr. Harraf is vice-chairperson of the Board of Directors at ABCK-Am-Cham Kuwait, where she also leads the Women in Business and Knowledge Economic focus groups and holds additional memberships in the Academy of Human Resource Development, Academy of Human Resource Management, Chartered Institute of Personnel Development, Academy of Management, Women of Tech in MENA, and Graduate Women in Science.