

Service Quality & Customer Care Workshop

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: Service Quality & Customer Care Workshop **البرنامج:**

Dates: (Sunday & Monday) 18th & 19th June 2023 (2 Days) **التاريخ:**

Timing: 09:00AM – 02:00PM **الوقت:**

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

Language: Arabic **لغة الفعالية:**

Instructor: Manal Farhat **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 145 **أعضاء الاتحاد**

Non-Members KWD 175 **غير أعضاء الاتحاد**

Service Quality & Customer Care Workshop

Service Quality and Customer Care are important skills for individuals working in the service industry. The Financial Services industry, banking specifically, relies tremendously on its frontline service skills in acquiring business.

Mastering the art of service is a ticket to an enjoyable work journey, and thus the need for ongoing relevant training and workshops.

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

Objectives:

The Service Quality & Customer Care workshop is designed mainly to:

- Enhance the service level of every individual in direct contact with customers.
- Guide the frontline staff on how to deal with complaints.

What the training cover:

Day 1: Mastering Service Quality:

- Introduction: What is Service Quality? Why Service Quality?
- Who is my customer?
- In-depth discussion on the soft skills needed to excel at service quality and the techniques used to enhance them.
- What is the customer looking for nowadays, beyond just the soft skills?
- Learning the service protocols.

Day 2: Mastering Customer Care

- Introduction: What is Customer Care?
- The types of complainers.
- The art of dealing with complaints.
- Common mistakes to avoid when dealing with complaints.
- When things get out of control. How to deal with tough situations.



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UNION OF INVESTMENT COMPANIES

Expert's Profile: Manal Farhat

Ms. Farhat is an executive leader with over 20 years of experience. She worked for leading banks and institutions such as the National Bank of Kuwait, Commercial Bank and other leading organizations in the financial services industry.

She holds 2 Masters degrees: an Executive MBA from ESCP Europe, and a Masters degree in Law from BAU.

She also came first amongst 85 other executive leaders from Europe and USA, in the Leadership and Innovation Immersion program at Cornell University – NYC, USA in 2015.

Ms. Farhat is an expert in several business functions, including: leadership, business efficiency and optimization, performance management, strategy, change management, customer experience, process optimization, executive reporting, and project management.

She is also experienced in providing in-house consultancy services to C-Suite executives.