

5<sup>th</sup> Annual

# Customer-Centric Service Excellence

Embedding customer-centricity into your organisation's DNA to achieve the ultimate organisational trifecta; engaging customers' loyalty, fostering customer-centric internal culture and enhancing your revenue pie

Abu Dhabi, UAE

15<sup>th</sup> – 17<sup>th</sup> September 2014

Price and Quality gets you in the game; **Service Excellence wins the game**

Delivering customer service excellence by focusing on customer-centricity strategies that drives growth and innovation to outsmart your competitors.



## Post-Conference Workshop:

### Building the Customer-Centric Organisation Workshop

*International Workshop Leader:*

**Joe Tawfik** CEO

**Kinetic BPO, Australia**

Joe Tawfik is an experienced customer experience specialist. He is an international CEO and has published and authored numerous industry papers on achieving true customer-centricity. His experience is extensive covering regions across Australia, Asia and the Middle East.

## In the Chair:

**Professor Morris Pentel** Chairman  
**Customer Experience Foundation, UK**

Professor Morris Pentel runs one of the most respected customer experience professional the UK with a track record based on successful work for some of the largest institutions in the world. He is one of the most respected customer experience and contact strategy designers in the world.

## Featuring An Esteemed Line-Up of Speakers, Panellists and Moderators:

**Shahid Ahmed Osmani** Acting Head of Quality Section and Quality Expert, Strategy and Corporate Excellence Department  
**Dubai Customs, UAE**

**Ziad Ziadeh**  
National Customer Service Director  
**DHL Express, Saudi Arabia**  
*Winner of the Stevies-Gold Award for Customer Service Leader of the Year 2014*

**Naveed Ashgar** Marketing Director  
**Fonterra, UAE**

**Samer H. Zabian** Senior Director, Leasing and Customer Relationship Management  
**Tourism Development and Investment Company, UAE**

**Hamdi Amawi** Director of Customer Service  
**Almutlaq Holding, Saudi Arabia**

**Andres Ortola** Sales Excellence and Strategy Director – Asia Pacific  
**Microsoft, Singapore**

**Stephen Kishore** Quality and Customer Experience Management Director  
**First Gulf Bank, UAE**

**Fawaz Talal** Chief Specialist – Customer Service Department  
**Road and Transport Authority, UAE**

**Jean-Marc Gilg** Former Sales Capability Director – Asia, Middle-East & Africa  
**PepsiCo, UAE**

**Iain McPherson** Vice President – Customer Experience  
**Mobily, Saudi Arabia**

**Zuhdi Abduljawad** Customer Care Consultant  
**Department of Transportation, UAE**

**Tehsin Sheriff** Former Head of Service Quality  
**Emirates Islamic Bank, UAE**

**Fahad Al Zamil** Director – Customer Service  
**Saudi Electricity, Saudi Arabia**

**Sadia Noori** AVP – Social and Media  
**Mashreq Bank, UAE**

**Hani Masgidi** Group CRM Manager  
**Aw Rostamani Group, UAE**  
*Winner of Middle East Call Center 2013 Award for Best Call Centre – Social Media Implementation and Voice of Customer Program*

## Attend this Premier Conference and Gain Insights Into:

- **Enhancing** your customers' experience through service innovation, personalisation and exclusivity
- **Cultivating** a customer-centric organisation by instilling customer-centric mindset into the organisation
- **Integrating** omni-channelling within the organisation for customer-centric engagement
- **Strengthening** your leadership and credibility for your organisation with customer-centric strategies
- **Benchmarking** customer-centricity in your organisation with best practices and real-time case studies from across industries

## Testimonials from Our Past Customer Experience Conferences in the Middle East:

It was well organised and the best part was the speakers.

**Ajman Municipality**

The conference helped in sharing experiences that boost new ideas to overcome challenges faced in practice.

**Wataniya Mobile Palestine**

Enables organisations to excel at customer experience.

**Bank Sohar**

Overall, the organising of the event was very, very good! It was my best experience to-date

**Commercial Bank of Dubai**

**marcus evans** did very well with the speakers, topics and real-life stories

**Atlas Telecom**



**marcusevans** conferences

Monday 15<sup>th</sup> September 2014

- 0800 Registration and Coffee
- 0830 Opening Remarks from the Chair  
**Professor Morris Pentel** Chairman  
**Customer Experience Foundation, UK**
- 0845 **Contact Initiation Session (CIS)**  
 In this 15-minutes session, delegates and speakers are encouraged to get to know their peers and exchange business cards.
- 0900 **Expert Insight:**  
**Transforming into a Customer-Centric Organisation to Create the Ultimate Customer Experience for Your Clients**
- Channelling the development of new products and services by making the customer the focus of innovation
  - Exploring cutting-edge strategies to match new products and services to customer preferences
  - Embedding the culture: Reshaping the work environment and culture by rewarding performance
  - Gaining employees' commitment through training, motivation and incentives to encourage a customer-centric organisational culture
- Shahid Ahmed Osmani** Acting Head of Quality Section and Quality Expert, Strategy and Corporate Excellence Department  
**Dubai Customs, UAE**
- 0940 **Expert Insight:**  
**Customer Interaction at its Best, On Your Fingertips!: Leveraging on Omni-Channelling Tools to Fully Maximise Customer Engagement**
- Less sales, more service: Delivering integrated service experience and providing real-time assistance to get customers attention
  - Empowering employees with the right and consistent information at the right time to deliver seamless customer interaction
  - Equipping employees with skills, knowledge and cutting-edge technologies to create an effective omni-channel Customer Experience Management (CXM) programme
  - Exploring the human sigma: Influencing customer engagement through employee engagement
  - Linking the voice of customer: Feedback and refining service delivery to strengthen the brand and inject higher profit to the organisation
- Ziad Ziaadeh** National Customer Service Director  
**DHL-Express, Saudi Arabia**
- 1020 Coffee and Networking Break
- 1035 **Expert Insight:**  
**The Emerging Role of Customer-Centric Workforce Optimisation in Improving Operational Effectiveness**
- Perfecting the employee life cycle: Recruiting, evaluating and training to improve performances and elevate customer experience
  - Adopting the customer-centric workforce optimisation to analyse performance, customer interactions and customer experience processes
  - Improving internal operations and driving innovative services to gain better insight on customer needs
  - Utilising customer-centric workforce optimisation to decrease costs while increasing customer satisfaction
- Andres Ortola** Sales Excellence and Strategy Director – Asia Pacific  
**Microsoft, Singapore**
- 1115 **Expert Insight:**  
**Turning Clicks into Clients: Generating Return on Investments (ROIs) by Providing Great Online Customer Service**
- Leveraging new tools to maximise existing technologies in achieving true online customer-centricity
  - Utilising customer-centric insights to create user-friendly experience and deliver meaningful interactions with customers
  - Examining impacts of customer-centric programs in the marketplace to build reliable and safe online platforms
  - Making your online touch points easily accessible as a platform in generating revenues
- Fawaz Talal** Chief Specialist – Customer Service Department  
**Road and Transport Authority, UAE**



## PANEL DISCUSSION

- 1155 **A World without Boundaries: Leveraging on Technology to Support Global Customer Experience Management**  
 Mobility is changing the way we operate. Mobile apps have the ability to transform industries by bringing features that are unique to mobility, such as location, presence and routing. This has completely transformed the way organisations are managing employee experience and customer engagement
- How involved are customer experience professionals in technology decisions?
  - How are customer experience professionals coping with the tsunami of technology choices?
  - How to use technology to support the path to customer experience maturity?
- Panelist to be Advised*
- 1235 Networking Luncheon
- 1335 **Expert Insight:**  
**Simplifying Customers' Buying Experience to Drive Customer Retention and Repurchase**
- Linking the voice of customers with strategic and operational elements of a business to create ultimate customer loyalty
  - Less effort, more spending: Providing an effective and efficient service delivery across the entire customer journey
  - Mapping out customer touch-points in service delivery to improve processes and raise performance levels of employees
  - Keeping customers engaged by segmenting customers based on their interests and needs
- Stephen Kishore** Quality and Customer Experience Management Director  
**First Gulf Bank, UAE**
- 1420 **Expert Insight:**  
**Outperforming your Competition with Service Innovation, Personalisation and Exclusivity in Customer Experience**
- Meeting customer expectations in customer experience to deliver exceptional services
  - Benchmarking organisational strategies against competitors to deliver a unified customer experience
  - Investing in the best service innovation tactics to expand digital relationships and experiences
  - Customising buying experience that responds to emerging trends to stay ahead of competition
- Iain McPherson** Vice President – Customer Experience  
**Mobily, Saudi Arabia**
- 1505 Coffee and Networking Break
- 1520 **Expert Insight:**  
**Reliable Experience: Strengthening and Securing your Privacy Framework that Safeguards Customers Confidential Information**
- Examining security threats that can potentially jeopardise a customer's buying process
  - Providing personalised experience without violating privacy to deliver tangible value added service
  - Taking extra precautions by designing services with security built-in channels through commercially viable solutions
  - Protecting assets through predictive analysis and business intelligence to ensure a stable and safe purchasing platform
- Naveed Ashgar** Marketing Director  
**Fonterra, UAE**
- 1605 **Case Study:**  
**Assessing Call Centre Performance to Maintain High Quality Customer Management**
- Translating data collection through call centres into resourceful insights
  - Establishing listening posts across all customer touch-points and departments
  - Analysing feedback in real time to deliver actionable insights
  - Monitoring continuously to track results over time to improve post-purchase services
  - Uncovering customer behaviour to track improvement across the organisation
- Hani Masgidi** Group CRM Manager  
**Aw Rostamani Group, UAE**
- 1650 Closing Remarks from the Chair and End of Day One

## Tuesday 16<sup>th</sup> September 2014

0830 Registration and Coffee

0845 Opening Remarks from the Chair

**Professor Morris Pentel** Chairman  
**Customer Experience Foundation, UK**

0900 **Expert Insight:**  
**Customer Life-Cycle Management: Leveraging on Integrated Information Management that Powers Significant Growth and Profitability**

- Migrating to a one-to-one communication model across a customer's purchase lifecycle to improve respond time
- Building a customer-centric delivery framework that enables your organisation to drive valuable and consistent experience
- Aligning customer-centric objectives through employee reward and motivation system to support customer life-cycle framework
- Maximising your resources to develop employees expertise in supporting a customer life-cycle framework

**Samer H. Zabian** Senior Director, Leasing and Customer Relationship Management  
**Tourism Development and Investment Company, UAE**

0945 **Case Study:**  
**Improving Customer Journey from the Inside Out for Greater Customer Satisfaction**

- Defining all customers' touch points to facilitate smoother access to services
- Mapping of customer journey to improve organisational performance and satisfaction
- Exploring steps to be taken to ensure proper mapping of the customer journey
- Analysing your customer's journey to ensure improvement
- Establishing how customers define experience and services

**Zuhdi Abduljawad** Customer Care Consultant  
**Department of Transportation, UAE**

1030 Coffee and Networking Break

1045 **Expert Insight:**  
**Getting the 'Go' from the Top: Building the Business Case for Customer-Centric Strategies to Achieve Service Excellence**

- Establishing customer-centric value-added propositions to gain management buy-in on customer-centricity initiatives
- Profiling qualitative and quantitative business benefits of customer centricity in decision-making processes
- Linking objectives of customer-centricity with management's goals that aims for long-term profitability
- Assessing the strategic advantage of customer-centricity in enhancing service offering

**Jean-Marc Gilg** Former Sales Capability Director – Asia, Middle-East & Africa  
**PepsiCo, UAE**



### PANEL DISCUSSION

1130 **The Middle East Culture: How Social Media and Customer Experience Management Work Together Successfully**

In a time where customer satisfaction is vital to an organisations success, social media analytics have become a crucial factor in increasing market growth. Demographic data and individual insights are needed in order to craft superior customer experiences. The role of your people, processes and technologies in using social media analytics is essential to differentiate customers' experience

- How can marketers improve campaigns with social CRM?
- How are social networks changing our ways of communication and engaging with target market?
- How do you get top management to participate, listen and engage with customers?

**Sadia Noori** AVP – Social and Media  
**Mashreq Bank, UAE**

1215 Networking Luncheon

### Business Development Opportunities:

Does your company have services, solutions or technologies that the conference delegates would benefit from knowing about? If so, you can find out more about the exhibiting, networking and branding opportunities available by contacting:

**Peter Morgan** on +612 9238720 or email  
 PeterM@marcusevansau.com

1315 **Regional Case Study:**

### Monitoring the Delivery of Customer-Centric Service for Public Sector

- Showcasing excellence in customer care for the public sector to increase public satisfaction
- Establishing the impact of a strong performance oriented entity to boost service
- Enhancing customer experience through customer relationship management systems
- Assessing your organisational objectives to complement business strategies on customer service quality

**Fahad Al Zamil** Director – Customer Service  
**Saudi Electricity, Saudi Arabia**

1400 **Expert Insight:**

### Personalising Customer Experiences to Boost Loyalty, Advocacy and Profit

- Addressing various types of personalisation techniques to create a memorable customer experience
- Streamlining the personalisation process to attain satisfaction, encourage positive word-of-mouth and gain new customers
- Adopting cost-effective personalisation approaches to enhance customer's buying experience
- Enhancing customer-touch points to lead brand equity, encourage consumption and drive value from a customer's perspective

**Hamdi Amawi** Director of Customer Service  
**Almutlaq Holding, Saudi Arabia**

1445 Coffee and Networking Break



### INTERACTIVE ROUNDTABLE DISCUSSIONS

1500 **Designing Customer-Centricity to Reflect the Intrinsic Requirement of Your Customers**

The era of the empowered customer is upon us. Organisations need to step up in providing the best customer-centric services in order to stay ahead of the game. The array of technologies and solutions provided to enhance customer experience are in abundance. Here, we discuss the necessity of customer-centric technologies for an organisation to start with as well as brainstorm latest ideas for a competitive edge.

This session allows audience to interact and obtain immediate feedback from their peers on different key concerns in a roundtable setting. With a facilitator on each table, participants are encouraged to voice opinion, exchange ideas and appraise the good, the bad and the ugly. It is essential that all are prepared to participate to ensure a smooth discussion flow and fruitful session.

Delegates will have the opportunity to select from one of the following discussions:

#### Roundtable One

#### Self-service trends: Exploring strategies to help customers serve themselves

**Tehsin Sheriff** Former Head of Service Quality  
**Emirates Islamic Bank, UAE**

#### Roundtable Two

#### Perfecting customer touch points in public sector on both physical and virtual platform

**Fahad Al Zamil** Director – Customer Service  
**Saudi Electricity, Saudi Arabia**

#### Roundtable Three

#### Utilising social media as a tool to provide proactive strategies to address customers' buying issues

At the end of the discussion the roundtable host will summarise the feedback to the rest of the group

**Amreen Khan** Head of Service Quality  
**Dubai Islamic Bank, UAE**

*At the end of the discussion the roundtable host will summarise the feedback to the rest of the group*

1630 Closing Remarks from the Chair and End of Day Two

**marcus evans** would like to thank everyone who has helped with the research and organisation of this event, particularly the speakers and their staff for their support and commitment.



## Wednesday 17<sup>th</sup> September 2014

### BUILDING THE CUSTOMER-CENTRIC ORGANISATION WORKSHOP

Building a customer-centric organisation workshop is an interactive workshop that brings you through the capabilities needed in providing effective customer centricity. This workshop looks into some fundamental aspects within your organisation: Your customer base, the competition you face, and the innovation and technological competencies you can use to your advantage as well as your most valuable asset, your employees.

#### Part 1: Building Blocks for a Customer Centric Organisation

##### Driving the Customer-Centricity Culture within the Organisation

- Defining the concept of customer-centricity and its necessity for lasting organisational growth
- Examining pillars behind a customer-centric organisation to avoid common mistakes and pitfalls
- Mapping out customer touch-points for improved customer experiences
- Dissecting the customer lifetime value to increase customer loyalty
- Mapping out a blueprint for becoming a customer-centric organisation to plan, design and execute a successful customer service strategy
- Applying the 10 rules for achieving customer experience excellence

##### From Delegating to Empowering: Entrusting Employees to Improve Service Excellence and Productivity

- Recognising organisational changes and implications of adopting customer-centric strategies
- Devising strategic vision, goals, processes and systems which are driven to satisfy customers needs
- Delegating tasks and authority to create new business ideas
- Fostering strong employer-employee affinity by listening to learn and asking the right question

##### Motivating the Employee: Making it Their Own Goal to Provide the Best Customer Experience

- Achieving high staff engagement and measuring it to result in providing meaningful experiences
- Recruiting the best staff in the first place to minimise operational costs and high-turnovers
- Reinforcing strategic foundations of a customer-centric service culture to support the employee
- Aligning your recruitment and training programs with your customer centricity strategies
- Ensuring leadership and management go hand in hand to champion customer centricity and create employee evangelists

##### Establishing the Importance of Having an Effective Omni-Channel Strategy

- The role of social media and customer behaviour in determining the best customer experiences
- Leveraging on social media and mobile apps to enhance customer experience
- Defining effective omni-channel strategies based on the business point of the organisation
- Streamlining the delivery of new products, services and integrated solutions to gain new businesses
- Developing an effective measurement, feedback and improvement mechanism
- Coordinating data and information to create successful customer-centric service strategy

#### Part 2: Creating a Sustainable Differentiated Customer Experience

##### Focusing Service Innovation on the Customer

- Guiding the expansion of new products and services by making the customer the focus of innovation
- Reducing effort required by customers to interact
- Creating the evolving holistic customer relationship to keep customers coming back for more

##### Adopting Customer-Centricity within the Organisation to Gain Long-Term Commercial Benefits

- Evaluating the impact of customer centricity on your revenues, profitability and growth rates
- Figuring out why not all customers need to be "delighted"
- Classifying, measuring and making the most of all your customer channels for long-term cost-effectiveness
- Achieving customer-centricity in 4 stages:
  - Customer-focused
  - Customer-driven
  - Customer-engaged
  - Customer-inspired
- Engaging with targeted inspired customers to create brand evangelists

##### Taking a Holistic Approach to Drive Creativity, Invention and Innovation

- Creating a commitment to innovation and experimentation in formats, concepts and product offerings to increase brand differentiation and perception
- Fostering an innovation-friendly environment to cultivate employee engagement
- Assessing the impact of big data and small data on customer and service innovation
- Aligning strategic customer-centric imperatives to manage and influence innovative activities of the organisation's business models
- Tapping into external resources and industry research to gain insights and expertise from other sectors
- Collaborating and empowering through innovation to spot customer improvements and opportunities

#### Your International Workshop Trainer:

**Joe Tawfik** CEO  
**Kinetic BPO, Australia**

Joe Tawfik has over 25 years senior management experience with 16 years as international CEO of business services companies. In recent years he has helped advance the understanding of how customer experience management can have an impact on an organisation. He is considered the expert in the field of customer experience management having worked with a number of blue chip clients, such as Mitsubishi Motors, ING, Air France, and VIVA Kuwait, over the years to enhance their customer experience. His knowledge, and experience gained in Australia and the Middle East, gives him a unique perspective on what issues really matter when it comes to executing a successful customer experience program. He is currently the CEO of Kinetic BPO, a specialist outsourcing company focused on elevating the customer experience for its clients.

Joe has also published and authored numerous industry papers on customer experience management and its role in generating economic value. He works with C-Level executives in helping transform their organisations by implementing programs that are targeted, sustainable and generate the greatest ROI. In addition to leading a number of organisations, Joe has successfully lead award-winning BPOs; having attained over 14 industry awards in the Middle East, US and Australia.

##### Partial client list

- Air France/KLM Airlines (BlueLink)
- eGovernment Bahrain
- ING
- Mitsubishi Motors
- VIVA Bahrain
- VIVA Kuwait
- Vodafone

#### Workshop Schedule:

0830	Registration and morning coffee
0900	Workshop commences
1030	Morning refreshment and networking break
1045	Workshop re-commences
1215	Network luncheon
1330	Workshop commences
1500	Afternoon refreshment
1515	Workshop re-commences
1645	Workshop concludes

#### Why you Cannot Miss this Event:

Customer centricity is not an objective, it has become indispensable! You need to create customer experiences that transcends the ordinary, it has to be memorable and not simply satisfactory! It is now your vital lifeline to business success and a sustainable competitive advantage for your organisation. The question is, how do you achieve the ultimate organisational trifecta with customer centricity? It is time to move forward in cultivating the right culture that aims to provide enhanced customer experience which in turn will generate profitability. To succeed in customer centricity, you need to commit to it – NOW!

Deliver world-class customer experience by investing in our upcoming 3-day '5th Annual Customer-Centric Service Excellence' conference which explores customer-centricity themes at its best! Our esteemed line up of speakers will bring you on a journey of best practices and success stories on 'Enhancing Customer Experience through Service Innovation and Personalisation', 'Omni-Channelling is the Way to Go!', 'Where's the ROI in Great Customer Experience?' and many more. Also, you would not want to miss out on our 1-day post conference workshop in 'Building the Customer-Centric Organisation'. All of which will lead you to your final destination of achieving customer-centric service excellence!

#### Who Should Attend:

##### Directors, General Managers, Heads, Managers, Executives of:

- Customer experience
- Customer intelligence
- Customer relationship management (CRM)
- Customer service and support
- Customer insights
- Sales and marketing
- Retail and retail operations
- Service quality
- Customer loyalty
- Client / guest relations
- Call center / contact centre
- Business development
- Business analyst
- Sales operations
- Merchandisers / planners
- Social media

**From across all industries and government officials**

## Speaker Profiles

### **Professor Morris Pentel**

Professor Morris Pentel is the Chairman of the Customer Experience Foundation in the United Kingdom and he is also the Head of the Institute of Contact Sciences and the Contact Foundation. He has been involved in the delivery of some of the most significant innovations in technology over the last 25 years winning a number of prizes. He has managed projects valued in hundreds of millions and been involved in a number of high profile service deliveries on a national scale. He has influenced technology design and best practice for the delivery of contact technologies for nearly a quarter of a century.

He has hosted and spoken at numerous events and had many articles published across the world. He is regarded as a leading thinker in business science pioneering both the cost modeling of customer experience and the use of social media. He is the founder and current Chairman of the Customer Experience Foundation and is also the Head of the Institute of Contact Sciences and the Contact Foundation where he is developing Degree Courses in Contact Sciences with global educational partners. Professor Morris has worked with some of the largest players like Accenture Aspect BT Cap Gemini Cable & Wireless Datapoint Deloitte for some of the largest organisations in the world like Amex Barclays Capital One & Lloyds TSB.

### **Shahid Ahmed Osmani**

Shahid Osmani is a Quality Expert and Acting Head of Quality Section – Strategy & Corporate Excellence Department at Dubai Customs. In the past 27 years, he has been working in various capacities as a Customer Service Excellence Expert, Practice Head in Process Improvement and Management and IT consulting. Shahid is a SAP FI / CO Consultant, an MIS Manager and Financial Analyst. Presently, Shahid is playing a key role in Dubai Customs implementation of Dubai Model for Government Service Improvement and Developing a Service Provisioning Costing Methodology for Dubai Government Departments under the supervision of The Dubai Executive Council. Dubai Customs Service Improvement team was one of the two shortlisted teams for Hamdan bin Mohammed Smart Government Award 2013. The Hamdan Bin Mohammed Award for Smart Government is the first and most prestigious award to recognize and reward public services in Dubai.

### **Ziad Ziadeh**

Ziad has over 20 years of experience in DHL which entails logistic operations and quality. He is a DHL Express certified First choice advisor, Certified International Specialist, Manager and Train the Trainer. He is currently designated as National Customer Service Director with DHL Express, KSA. Ziad's track record of establishing operating call centers, benchmarking performance to the global Center of Excellence, in accordance to ICMI standards has led him to win the Gold Stevie Award Winner of Customer Service Leader of the year. He is the builder of the Insanely Customer Centric Culture in KSA call centers which resulted in high customer and employee engagement, creating a Net Promoter Score above 57% within 12 months. Ziad is an active member of the steering committee of AGORA club for customer service in Lebanon.

### **Hamdi Amawi**

Hamdi Amawi works as a Director of Customer Service in Almutlaq Holding, one of the leading retail companies specialised in manufacturing and selling furniture in Saudi Arabia. Hamdi has enjoyed a progressive 15-year career in customer service. He has a strong background in creating and driving the strategy to improve operational performance and customer service in challenging international call centres, logistics, operations and retail organisations. His expertise spans the engagement of multi-national management teams, and leadership and development of large, geographically dispersed teams to exceed results in high volume, fast-paced retail sales, call centres, freight and logistics environments. Hamdi has led various Customer and Customer Service projects focusing on Management of Customer Value and Customer Experiences. Prior to joining Almutlaq Holding, Hamdi worked at DHL Express for 10 years in various roles in customer services, one of these roles was working with the Global Customer Service Headquarters of DHL Express as a Global Customer Service Project Manager for Asia Pacific and Emerging Markets to manage and ensure the successful implementation of Contact Centre Technologies and Customer Service Processes and Procedures to drive customer service excellence.

### **Samer H. Zabian**

Samer is an experienced professional in the area of customer strategy and service management, having worked with numerous organisations in a variety of industries including two of the leading property master developers in UAE, the primary Oil & Gas company in UAE, the leading and largest private bank in UAE, and one of the world's premier online brokerage firms in the US. He started working at an operational level managing day-to-day customer service related issues and has eventually used this widely gained experience to move to a higher strategic level, whereby in his latest assignment as Senior Director CRM and Leasing at TDIC, he was extensively involved in helping them translate their prestigious brand into superior end-to-end customer experience that increase satisfaction, loyalty and long term value of their customers. His main strength is to simultaneously maintain a balance between a strategic focus and a flexibility to move to operational level details (while dealing with the implementation team) to ultimately help the organisations translate their customer strategy into reality. He specialises in CRM, Customer experience management, Customers operations, Customer service management, Management of Contact Centers (call centers), Property Management, real state, CRM consulting.

### **Hawraa Fida Al Lawati**

Hawra Al Lawati is the Customer Relationship Management (CRM) Manager at Dhofar Automotive. Hawra joined Dhofar Automotive as Customer Relationship Management in a highly competitive environment and is totally committed to going beyond everything that a customer expects to ensure loyalty and customer satisfaction. In 2012 she won the Customer Service Executive of the Year 2012 award in Oman 1st Customer Care Conference 2012 and Certified by Tawasul Global Connections Center (Tawasul), Riyada 4 in Civil Society Leaders Dialogue and Awards in the same year. This Certificate is given to empower civil society leaders who contribute with their personal and professional efforts to cause a positive impact in Omani society. She is a frequent keynote speaker and moderator for customer experience conferences.

## Our Business Partners

### Media Partners:



**CRMxchange** is a premier web site dedicated to providing information in an interactive environment for CRM/Contact Center professionals. The site offers white papers, newsroom, monthly columns, a showcase for products and services for the industry, and free webinars on a variety of CRM and Contact Center issues. <http://www.crmxchange.com>



**CSM** is the leading community website for customer service professionals. The website features customer service articles, skills and tips as well as a discussion forum and customer service newsletter. Visit the CSM website at: [www.customerservicemanager.com](http://www.customerservicemanager.com) and join for FREE.



Two decades of marketing excellence from cover to cover: in-depth analysis and insight

For two decades, **GMR** has been the most trusted source of marketing and media intelligence in the region by mastering a blend of analysis, research and insight to deliver the very best of news from multiple marketing disciplines. It continues to provide business critical information to blue chip businesses and high net-worth decision makers through its combination of research, analysis, features, interviews and news tailored to clients, media owners and their agencies operating across the MENA region.

GMR's partnership with the prestigious international Effie Awards marks a major milestone in the history of marketing in the Middle East. The initiative brings a broader international dimension to marketing in the Middle East while launching the Effies into one of the most dynamic emerging markets in the world.

The GEMAS Effie Mena Awards are testament to GMR's editorial credentials as the region's most highly respected marketing magazine.



**Dotmena** – joining to dots and making connections to give you premium access to your customers online

Dotmena has established itself as the network of choice for advertisers and publishers to expand their reach in the Middle East. Representing more than 35 millions unique visitors, 1 billions impressions and 2,000 websites across varied fields and industries, dotmena provides a premium arena for advertisers. The service allows Mediaquest to match the right ad to the right audience at the right time in the fields of business, marketing, communications, sports, women's interest, lifestyle and entertainment. Our aim is to bring value to the advertiser by implementing measurable communication solutions that engage readers and brands.



**Communicate** is an established monthly magazine covering media, marketing and advertising in the Arab world and beyond. By providing in-depth news and analysis for professionals in the marketing, advertising, PR, and broader media and communications industries, the title offers an exciting way to reach this community. Communicate is published in association with Advertising Age, widely regarded to be the must-read publication among international advertising, marketing and media professionals. [www.communicate.ae](http://www.communicate.ae)



**Executive Women** magazine is a memoir portraying inspiring and flourishing women entrepreneurs, who are changing the face of business and giving an added value of their social life, as well as daring to pursue their educational dreams and reach new career horizons. Moreover, Executive Women offers managerial "coaching" articles, inspirational experiences, leadership drill, as well as a palette of culture and luxury



Some people only see what's on the surface. Create Trends: Add depth to your perspective through our uncompromising investigations and unbiased insights.

**Trends:** the international magazine on Arab affairs.

Trends is the leading magazine on Arab affairs in the MENA region. The magazine provides business leaders with critical insight and in depth analysis of issues and developments in the Middle East, while forming opinions in business, social, political and economic matters. Delivering sterling information and analysis on the region for more than 15 years, Trends has established itself as the premier source for all Arab affairs.



Read **www.LoyaltyMagazine.Com** and the printed edition of Loyalty Magazine (published three times a year) for indispensable news and insight on reward schemes, customer acquisition & retention, data, CRM, contact centres, green loyalty, mobile and social media rewards.



**mediaME.com** is the first and largest user-generated platform that serves over 15,000 advertising and marketing professionals across the Gulf, Levant and North Africa through its digital products (web and mobile), through annual digital media events including the mediaME Forum and through industry directories including the Who's Who series of publications.

mediaME.com offers comprehensive industry news, creative work, marcom jobs, company info and media rate cards, research and reports, events info, a classifieds section and much more. mediaME welcomes strategic partnerships with marketing communications companies across the region, and is a leading advertising medium for companies wishing to reach its niche audience.



**Capital Business** Magazine is a B2B English monthly publication focusing on business best practices and is a publication accredited by the Dubai International Financial Centre (DIFC). It enjoys a sizable footprint in the Middle East on the strength of feature articles contributed by certified financial and business experts, as well as coverage of a broad spectrum of topics including banking, IT, oil & gas, real estate and construction, human capital, risk management, corporate finance and cash management, corporate governance, investments, IPOs, tools of trade and more.