

BIBF

معهد البحرين للدراسات المصرفية و المالية
BAHRAIN INSTITUTE OF BANKING AND FINANCE



**CUSTOMER
EXPERIENCE
ACADEMY**

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ABOUT

The BIBF is a semi-government training institute affiliated with the Central Bank of Bahrain, established in 1981. The Institute plays a vital role in the training and development of human capital in Bahrain and beyond. The BIBF's commitment to excellence has strengthened its position as the leading educational provider across all major business disciplines. The Institute serves as a partner to numerous world-class institutions; delivering Thought Leadership, Assessment and Training in the areas of Banking, Islamic Finance, Executive Development, Accounting and Finance, Academic Studies, Leadership and Management, Insurance, Digital Transformation and Project Management and Supply Chain Management; resulting in a complete business solution.

BANKING and FINANCE

ISLAMIC FINANCE

DIGITAL TRANSFORMATION & PROJECT MANAGEMENT

INSURANCE

LEADERSHIP & MANAGEMENT

EXECUTIVE EDUCATION

ACADEMIC STUDIES

GLOBAL REACH

The BIBF qualifies over 20,000 learners a year across all major business disciplines and economic sectors.

Since its establishment, it has provided training and development opportunities in 64 countries giving the institute a global footprint.

“ The BIBF has delivered training to over **360,000** participants since its inception in 1981 ”

The BIBF is the region's premiere training and development provider, recognised for the value, thought leadership and quality of its programme. It is instrumental in providing professional qualifications in the Kingdom and is proud to serve as the backbone of the financial sector.



Introduction

Customer Experience A necessity to business survival

The BIBF is committed to supporting human capital development both locally, and on an international scale providing opportunities for training and development at all levels. The BIBF has been working on reframing, and modifying its structure and content in response to the increasing change in market need and demand. As these changes occur, it is essential that organisations are kept abreast of the latest developments concerning customer experience field to ensure positive effects on organisational performance.

The Customer Experience Academy has been designed to create opportunities that expand the skills, competencies, and knowledge of human capital in line with current market demand. We aim to redefine the customer experience term and provide creative training and development solutions for individuals and organisations in the customer services field.

Our goal is to reshape and enhance customer experience through providing diverse training solutions that address current market needs. With the unprecedented evolution pace of the customer experience field, the need to enhance and focus on client needs has become a necessity to cope with the current fast-evolving market.

Our training solutions and development programmes are designed to cater to the needs of the client as well as provide customised business solutions that align with the Organisation's strategy and goals.

THE FUTURE OF CUSTOMER EXPERIENCE

Customer Experience The Pulse of Every Organisation

The Customer Experience Academy is a result of an extensive market analysis project that was conducted to identify key emerging themes and areas that visible among the BIBF's training offerings in order to stay relevant and in line with local and international and local trends, and to effectively measure the local demand for training and development in the customer experience field.

Our Partners



CX Academy Solutions

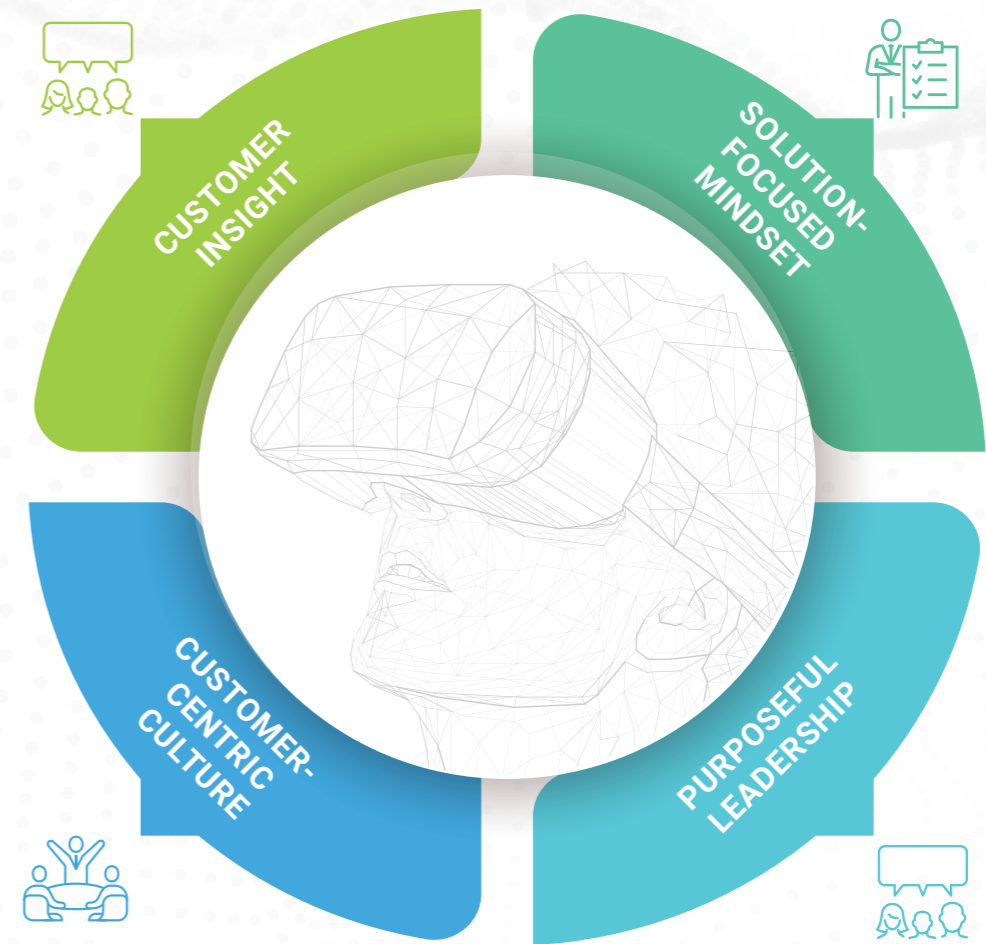


RAISING THE BAR FOR CUSTOMER EXPERIENCE

CX Academy Core Competencies

- Resilience
- Agility
- Initiative

- Personalisation
- Integrity
- Expectations



- Self-Awareness
- Creativity
- Adaptability
- Wellbeing

- Communication
- Motivation
- Diversity
- Empathy

MAKE EXPERIENCE INNOVATION AN EVERYDAY HABIT

“ Innovation is the creation and delivery of new customer value in the marketplace. ”

CUSTOMER-CENTRIC

1

CUSTOMER JOURNEY MAPPING

PAVE THE WAY FOR YOUR CUSTOMERS

Customer expectations are unprecedentedly increasing, making it more difficult to ensure an outstanding customer experience. This workshop will help you design and visualise customer journey map and redefine your customers' expectations. Throughout this workshop you will be able to understand your customer's expectations and strategically optimise their journey to investing in your business.

2

CUSTOMER EXPERIENCE MANAGEMENT

MAKE EVERY EXPERIENCE MATTER

Every experience, no matter how small, that a customer encounters is exceptionally important. Customer loyalty, satisfaction and advocacy are key components to business success. This workshop is designed to target leaders and high-level managers in customer services who aspire to deploy strategic plans to embed a customer-centric culture.

3

BUSINESS DEVELOPMENT: THE CUSTOMER SERVICE WAY

REDEFINE YOUR BUSINESS DEVELOPMENT STRATEGY

Help your business development and customer service champions work hand in hand. Discover the extraordinary benefits of collaborating business development with customer service. This workshop targets aspiring leaders and junior representatives of both business development and customer services to achieve skills and competencies that put the customer first and work jointly to achieve customer loyalty and create a customer-obsessed Organisational culture.

MANAGING, MEETING AND EXCEEDING CUSTOMER EXPECTATIONS

“

Innovation is all about providing value to the customer.

”

CUSTOMER INSIGHT

1

CUSTOMER SATISFACTION

INDULGE YOUR CUSTOMER

Every customer encounter sets the tone for all future interactions. This is why organisations cannot afford to leave the customer service and experience to chance. Throughout this workshop, learners will gain a deeper understanding of customer behaviours, beliefs and needs to provide exceptional customer service and achieve customer satisfaction and loyalty.

2

CUSTOMER SERVICE PERSONALISATION

RAISE THE BAR

Personalised customer service is predominant to obtaining customer loyalty and retention. Personalisation refers to catering to and satisfying the exact needs of the client. This workshop will identify key solutions that tailors to the customer`s needs. Through providing strategies and techniques to understanding customer history and behaviour, this workshop will demonstrate the data analysis needed to create a personalised customer experience.

3

CUSTOMER SELF-SERVICE

EMPOWER YOUR CUSTOMER

Embrace the digital age and cope with the new rules of business through providing innovative solutions for your customers. Research proves that 40% of customers prefer self-service over human contact. This workshop will identify the most popular self-service channels and demonstrate how to implement and manage them professionally.

ACTING WITH INTEGRITY AND ENGENDERING TRUST

“

Focusing on the customer
makes a company more
resilient

”

SOLUTION-FOCUSED MINDSET

CUSTOMER COMPLAINTS

YOUR MOST VALUABLE ASSET

1

Turn your biggest weakness into your strength. Learn the right methods to handle and de-escalate complaints. Customer complaints are extremely valuable insights for future improvement. Implementing a complaints management process within the Organisation is key to achieving customer satisfaction. This workshop highlights the methods of implementing a complaints management system and provides strategic analysis techniques to implement improvements.

CUSTOMER FEEDBACK ANALYSIS

VOICE OF THE CUSTOMER

2

Learn when, how and which customers to listen to in order to implement the right decisions in your Organisation. Capturing customer feedback is crucial to develop and thrive in any business. Customer feedback data analysis helps in identifying customer needs and drives creative and smart solutions leading to Organisation success.

PROACTIVE CUSTOMER SERVICE

IMPRESS YOUR CUSTOMERS

3

The revolutionary change in technology has made it essential to adopt a new approach to customer service. Proactive customer service refers to adopting skills of problem solving, anticipatory behaviour and adaptability. This approach develops a flexible, supportive, and solution-based work environment.

DIGITAL CUSTOMER SERVICE

EMBRACE THE DIGITAL AGE

4

The need to adopt digital customer service channels is a necessity in any type of business today. Developing omni-channels to serve your customers while maintaining a professional and supportive customer service is extremely challenging. This workshop will provide the techniques to present customers with seamless and unified experiences through different digital channels like LiveChat, ChatBot and WhatsApp.

INNOVATION IN CUSTOMER
EXCELLENCE

“

Make the customer the hero
of your story

”

PURPOSEFUL LEADERSHIP

COACHING CUSTOMER SERVICE

1

LEADING CHANGE

Customer service management refers to the practices and strategies that organisations use to manage, analyse, and design customers lifecycle. Implementing the right strategies is important, however, maintaining a culture of change and adaptability within the customer service team is equally important. Coaching customer services entail implementing strategic planning to the customer journey as well as embedding a customer-centric culture and mindset within a team.

2

CX DESIGN AND INNOVATION

RE-INVENTING THE WHEEL






Designing positive customer experiences is what drives business success. The art of designing and innovating customer experiences requires strategic planning and behavioural analysis. This workshop targets strategic leaders that aspire to implement initiatives and strategies that creates a positive customer experience.


CUSTOMER SERVICE RECRUITMENT & DEVELOPMENT

Mitigate Risk Through Assessment

- Acquire the Right Talent
- Align your training solutions to your Organisation's specific needs
- Identify Areas of Improvement


CX Assessment Services

Assessment	Purpose	
	Employee Development	Employee Recruitment
 Role Play	✓	✓
 Commercial Strength Assessment	✓	✓
 Critical Thinking Assessment	✓	✓
 Mystery Shopper	✓	
 Training Needs Analysis	✓	



Role Play

Assess your candidates' competencies and areas of improvement through engaging them in hypothetical scenarios designed and evaluated by CX experts.



Mystery Shopper

Our trained assessors will provide you with valuable insights, detailed reports and recommendations regarding your employees' strengths and weaknesses



Commercial Strength Assessment

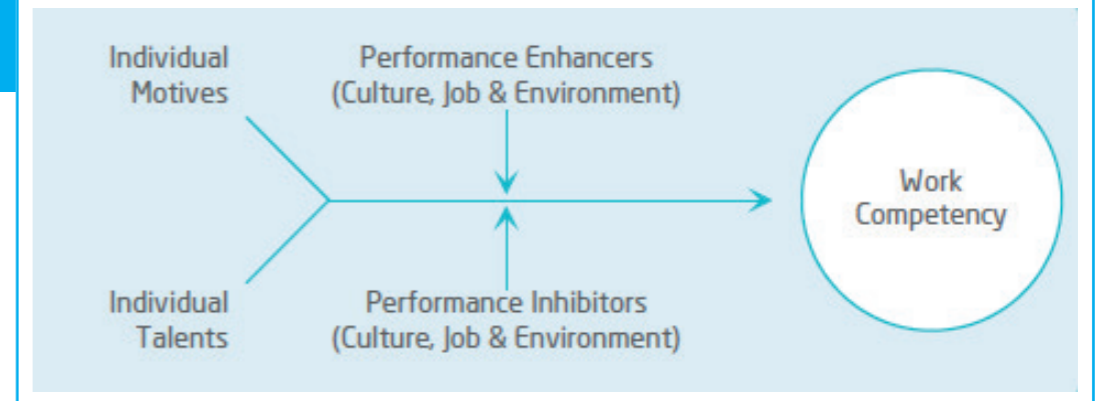
Competency Potential Profile

The report can be used in a variety of talent management activities including personnel selection, placement, promotion and talent development

	Competency Description	Potential
Solving Problems	Evaluating Problems Examining Information (8); Documenting Facts (6); Interpreting Data (6)	Fairly High higher potential than about 75% of the comparison group
	Investigating Issues Developing Expertise (7); Adopting Practical Approaches (4); Providing Insights (10)	Fairly High higher potential than about 75% of the comparison group
	Creating Innovation Generating Ideas (10); Exploring Possibilities (9); Developing Strategies (8)	Extremely High higher potential than about 99% of the comparison group
Influencing People	Building Relationships Interacting with People (5); Establishing Rapport (3); Impressing People (8)	Average higher potential than about 40% of the comparison group
	Communicating Information Convincing People (8); Articulating Information (5); Challenging Ideas (10)	Very High higher potential than about 95% of the comparison group
	Providing Leadership Making Decisions (10); Directing People (8); Empowering Individuals (5)	High higher potential than about 90% of the comparison group
Adapting Approaches	Showing Resilience Conveying Self-Confidence (8); Showing Composure (7); Resolving Conflict (3)	Average higher potential than about 60% of the comparison group
	Adjusting to Change Thinking Positively (7); Embracing Change (6); Inviting Feedback (4)	Average higher potential than about 60% of the comparison group
	Giving Support Understanding People (3); Team Working (2); Valuing Individuals (3)	Very Low higher potential than about 5% of the comparison group
Delivering Results	Processing Details Meeting Timescales (2); Checking Things (3); Following Procedures (1)	Very Low higher potential than about 5% of the comparison group
	Structuring Tasks Managing Tasks (1); Upholding Standards (3); Producing Output (4)	Extremely Low higher potential than about 1% of the comparison group
	Driving Success Taking Action (8); Seizing Opportunities (8); Pursuing Goals (9)	Very High higher potential than about 95% of the comparison group

Predicting Culture/Environment Fit

The report gives an indication of the aspects of the culture, job and environment that are likely to enhance or inhibit a person's success.



Critical Thinking Assessment

Aptitude Test

Swift Analysis Aptitude Range	Swift Comprehension Aptitude Range	Swift Technical Aptitude Range
This test range includes 3 combinations popular for assessing graduates, management trainees, managers, professionals, and directors.	This test range includes 2 combinations for assessing administrative roles, customer service roles, operational roles and commercial roles.	This test range assesses the core aptitudes required to be successful in a number of technical roles, including production workers, engineers, designers and scientists.
This test range includes combinations of tests measuring 2 to 3 aptitudes, including verbal, numerical, diagrammatic and abstract reasoning, taking between 18-24 minutes to complete.	This test range includes combinations of tests measuring 2 to 3 aptitudes, including verbal, numerical and error checking, taking 9 and a half to 16 minutes to complete.	The short 10-minute combination test measures spatial, mechanical and diagrammatic reasoning.



VIRTUAL REALITY (VR) SOLUTIONS

The Future of Training

1

Virtual Branch Experience

Create a virtual branch and engage your front-line staff in real life scenarios or walk in your customer's shoes and experience their journey.

2

Customer Empathy

Train your staff to deal with difficult customers in complex and customisable situations. Improve empathy and emotional intelligence through experiencing different scenarios and situations.

3

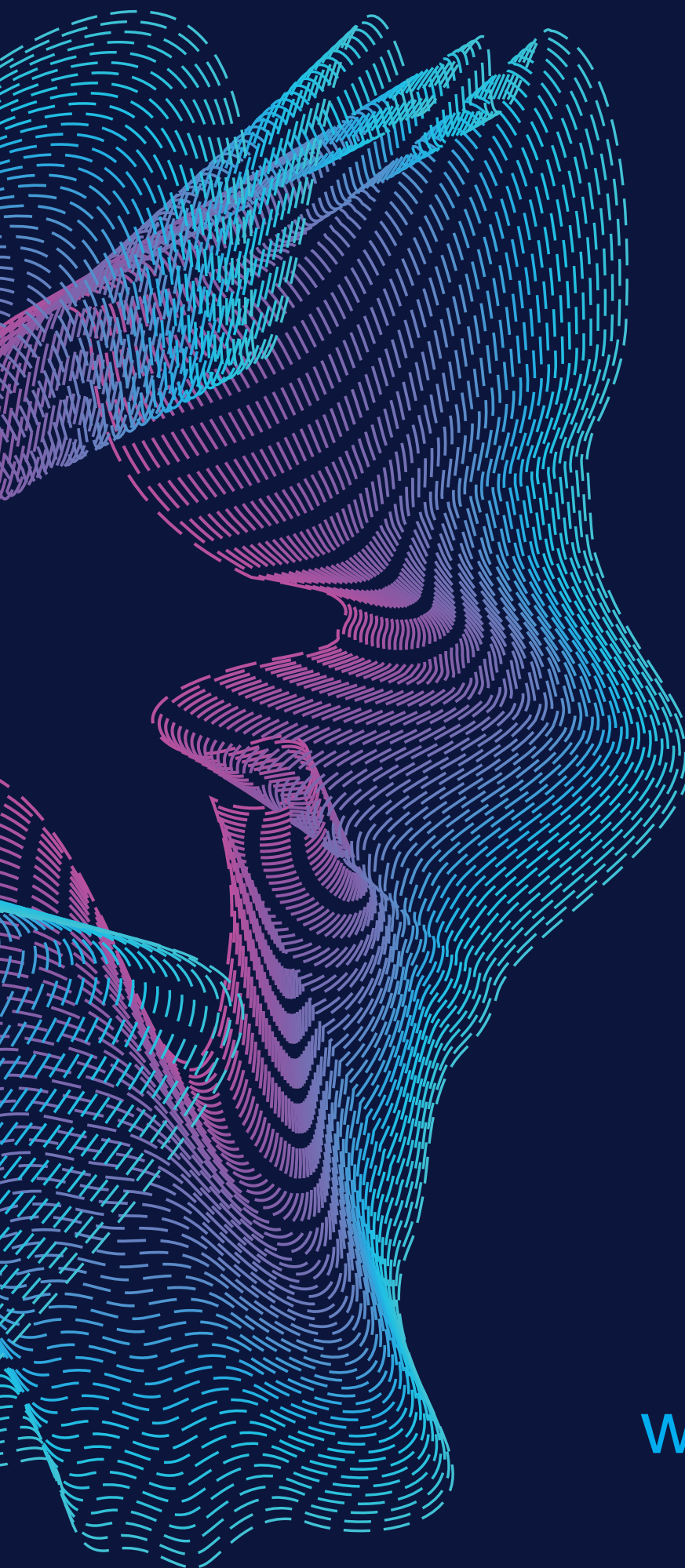
Contact Center

Improve your cognitive and listening skills as well as competencies in de-escalating customer complaints and understanding customer frustration through customised scenarios that moves you to the customer's environment to view their facial expression and body language.

For further information contact
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