

EMOTIONALLY INTELLIGENT CUSTOMER CENTRICITY

Successful Customer Happiness

7th,8th & 9th May' 2017

at R.I.T Dubai, Techno Hub, Silicon Oasis

R·I·T **Dubai**

جامعة روتشستر للتكنولوجيا - نيويورك، أمريكا

Rochester Institute of Technology, NY, USA

PROGRAM OVERVIEW

Emotional Intelligence and Customer Centricity are key to achieving goals set for Customer Happiness. Excellence in customer service is about creating extraordinary experiences in customer engagement. Customer Centricity focuses on the application of real-life, proven, holistic methods to help organizations develop and cement relationships with external customer and employees, with the goal of increasing customer life time value (LTV).

This program will empower employees with EQ tools to engage customers to create happy experiences, help organizations identify customer touchpoints and create strategies to optimize the “moments of truth”. Well-designed touchpoints enable an experience that creates an enduring positive memory. Delegates will understand how to implement change, develop a distinct culture, and align infrastructure so that everyone contributes to the delivery of customer centricity.

KEY ENABLERS



1 What is Emotional Intelligence?



2 How Emotional Intelligence creates happy customer experiences



3 Understand how to deliver optimal customer experience across sectors and services



4 Apply proven “IDIC” (identify, differentiate, interact and customize) methodology



5 Understand how to align company resources to deliver customer centricity at a high level while increasing customer and employee happiness.



6 Cultivate the new customer centricity tools and awareness to change your company paradigm and culture



7 The relevant EQ Competencies

- Empathy
- Service Orientation
- Organisational awareness
- Interpersonal communication
- Team functioning
- Service leadership

WHO SHOULD ATTEND

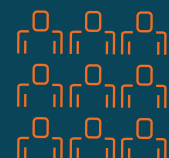
Anyone who wants to acquire the skills for internal and external customer happiness.



Self



Organizations



Community

THE PROGRAM EXPERIENCE



Interactive Learning



Emotional Intelligence and customer centricity games



Case-study analysis and application of key learnings



In-class application of concepts and adoption of learning through real life case studies.

CUSTOMER HAPPINESS CATALYST

MARVIN DEITZ

International Customer Centricity Expert
Entrepreneur | Professor | Marketing Specialist

Marvin Deitz is the founder of Hospitality Connections, an innovative social media marketing company known for its pioneering customer management relationship tool, My Special Days.

Marvin holds a BS in Hospitality and Tourism at the University of Nevada at Las Vegas, an MS in Service Management at the Rochester Institute of Technology, and a Ph.D. in Business Administration. Marvin is currently an Adjunct Professor for Customer Centricity and Project Management Master's level classes at Rochester Institute of Technology in the International School of Service Leadership in Dubai, Croatia and the Dominican Republic.

He has held executive positions at Oneida Limited (130-year-old china and flatware company) as Senior Vice President of Global Marketing, and has held senior-level marketing positions at Rich Products (a \$2 billion-plus company).



DR. ANDRE VERMUELEN

CEO of Neuro-Link | Neuroscience of Learning Thought Leader
Author/Television Presenter | International Speaker | Brain Profiler

Andre, CEO of Neuro-link is regarded as a pioneer in neuroscience of workplace learning and performance optimization. As a thought leader he has contributed on influential platforms like TEDx, ATD and the University of Pretoria Neuroscience Group. He has developed unique predictive analysis of people's learning potential and learning solutions to optimize learning performance.

Andre is passionate about people development through neuroscience. He is a regular keynote speaker at conferences across the globe, where he contributes fresh insights into the neuroscience of learning, talent development and performance improvement. In his own words, Andre says, "Neuroscience proves that there is no limitation to what the human mind can learn, think or create.

Therefore there is no limitation to whom we as human beings and organizations can become if we accurately understand, develop and utilize the brain's potential."

This belief inspired him to embark on a global campaign to challenge companies worldwide, to prove that they are able to Out-Think, Out-Learn and Out-Create their competition when it comes to education.

Andre has a reputation as the executive coach of choice to a variety of A-list individuals, Olympic Champions, Pageant participants and Kings and Queens of Africa and CEO's/High-Level Executives of Global Corporations.



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OUTREACH COLLABORATION

[R·I·T Dubai | TOUCH POINTS]

RIT Dubai has partnered with Touch Points, a learning and development solutions company. The partnership offers short courses, workshops and diploma programs focusing on organizational excellence and people development to companies across the UAE and internationally. The partnership will combine RIT Dubai's leading expertise in organizational excellence, technology and innovative learning with Touch Points' complementary skills in instructions design, strategic management and its Neuro-link (neuroscience of learning) suite of products to offer a range of innovative corporate learning opportunities.

Combining state-of-the art facilities and teaching from world renowned instructors, the Outreach Training Division offers a suite of certified programs in Organizational Strategy Development and Execution, Innovation, Sustainability and Smart City Solutions, Happiness and Generosity, HR and Employee Engagement and People Development utilizing neuroscience based programs covering emotional intelligence, well-being, stress resilience and management, brain-based team building and communication and brain fitness programs for optimizing workplace performance.



INVESTMENT IN WELLBEING

Registrations closing on 3rd May' 2017



USD 1,900 per participant



USD 1,750 per participant
(3 or more registrations)

UPCOMING PROGRAMS

MAY, 2017

 Stress Resilience For Mental Wellness

AUGUST, 2017

 Innovation Culture and Corporate Foresights

CONTACT DETAILS

For more information and registrations:

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www.rit.edu/dubai | www.touch-points.ae



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