

From: Unit Komunikasi Korporat
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Subject: "UUM OYAGSB - MPC National Customer Centric Enterprise Transformation Programme"



Unit Komunikasi Korporat
CORPORATE COMMUNICATION UNIT
Universiti Utara Malaysia



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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

By: OYAGSB

"UUM OYAGSB - MPC NATIONAL CUSTOMER CENTRIC ENTERPRISE TRANSFORMATION PROGRAMME"



UUM ONLINE: Corporate and Executive Education (CEE) Othman Yeop Abdullah Graduate School of Business (OYAGSB), Universiti Utara Malaysia (UUM) supported by Malaysia Productivity Corporation (MPC) recently conducted The National Customer Centric Enterprise Transformation Programme (NCCETP) "Customer Service Beyond Excellence for Services Sector" attended by 39 participants from

various GLCs, government and statutory bodies including SOCISO, EPF, SSM, Firefly, MARA, ARB, HRDF, Angkasa, Indah Water Konsortium, TNB , KWAP, AKPK and etc.

The programme was held at Resorts World Langkawi on 22 & 23 February 2017 and officiated by Prof. Zeljko Sevic, the Dean of OYAGSB. The NCCETP aligns with the National Services Sector Blueprint 2015 and enables the services sector to transform and build a service excellence culture all across the value chain and gain the competitive edge.

With customers as its core, the NCCETP is a tripartite Industry – University – Government collaboration aimed at developing: service frameworks; employee capabilities; and roadmaps for customer centric organisations to achieve service excellence. Focus areas include:

- Service Agility
- Customer Experience
- Service Leadership
- Service Standards
- Service Audits
- Customer Satisfaction Metrics
- Research

Highlights of the 2 day Seminar-Workshop

The event was organised in a Seminar- workshop setup that lived up to its promises.

Day 1 Highlights: Experiential Seminar

OYAGSB assembled a powerful line up of 7 speakers from award winning organisations renowned for their great customer service. The organisations included Maybank, Themed Attractions, Resorts and Hotels, Legoland, Domino's Pizza, ZALORA, AmBank and Olives Academy.

Participants were exposed to lively interactive sessions as the speakers shared winning strategies, best practices, processes and philosophies designed to equip employees with the tools and skills to create memorable service experiences resulting in customer loyalty and successful service centric organisations.

Some of the immediate actionable takeaways included

1. value creation, alignment of processes, and the know how to:

Engage customers through top-down support strategies; recognise the customer across all lines of business, grow a customer-centric culture; provide winning service amongst other areas.

Day 2: DANIEL ORD in “The Wizard of Oz Approach to Customer Experience” Workshop

Participants were taken on an amazingly energetic and intensive learning journey in creating memorable customer experiences by the internationally renowned service improvement Guru, Daniel Ord.

Overall, the participants expressed full satisfaction with the learning experience as they had an exciting 2 days with plenty of takeaways.

There was even a request by HRDF to run a repeat programme in Kuching and to bring the whole speakers team along.

Mr Badrie Abdullah, the Director of CEE@UUM-OYAGSB on his closing remarks thanked all participants for entrusting OYAGSB as a game changer in high impact executive education. CEE@UUM OYAGSB will be offering many more uniquely designed customised programmes that are rigorous and superior in quality to meet the growing learning needs of mid level Managers to the C Suite.

Stay tuned for our upcoming programmes **Strengthening the Frontline Masterclass in "Designing a Quality Assurance Program for Customer Service Excellence"** and **OYAGSB-ACCA "EMERGING CFO Programme"**. Those interested can contact the CEE @ UUM OYAGSB at edp@uum.edu.my or 04-928 7155 /7156.



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