



**ADCCI launches the first phase of the customer service training program in an attempt to develop its human resources and improve the performance level of its employees:**

Dubai- Al-Itihad: Abu Dhabi Chamber of Commerce and Industry executes the first phase of a customer service training program, in an attempt to develop and improve the performance of its customer service staff. Although it provides exceptional customer service to clients, Abu Dhabi Chamber of Commerce and Industry seeks development and improvement so as to reach internationality in the field of customer service.

Mrs. Mariam Al-Romaithi, the Deputy General Manager of the Financial and Administrative Department, confirms: "Executing the first phase of the client centric training program highlights the Chamber's attempts to invest in its human resources and improve the performance of its employees in order to offer the best services for the Chamber's clients and boost the overall economy of the Emirate."

Mrs. Al-Romaithi adds: "The training program is divided into three main phases, which last for approximately eight months. The first phase focuses on defining the status-quo of the Chamber's customer service staff through conducting random interviews and accordingly identifying the areas of improvement. The second phase aims at developing and customizing the program material, based on the staff requirements and needs. The Chamber's staff will either be divided into different groups, or each member will be coached individually in his/her work place. The third phase is called the monitoring period, in which the performance of each customer service representative will be monitored and evaluated to confirm the effectiveness of the training program.

Mrs. Al-Romaithi declares: "ADCCI partners with Potential, one of the most outstanding training, coaching, and consulting companies in the world, so as to launch the training program. Moreover, sixty of the Chamber's customer service representatives will be engaged in the training program."



On the other hand, and based on its continuous attempts towards offering exceptional customer service to its clients, and in accordance with its human resources development plan, ADCCI takes into consideration the requirements of its customer service staff and necessitates providing professional training courses, which fulfill such needs & improve the overall performance level of employees. In addition, Mrs. Al- Romaithi states: "ADCCI's training & development plan for the year 2007 aims mainly at increasing the employees' level of productivity and professionalism, as well as elevating team work spirit among staff members."

Furthermore, Mrs. Al-Romaithi declares: "During the first half of the year 2007, the Chamber has worked on launching internal work field visits so as to give the employees the chance to identify successful work experiences and benefit from them."

She adds: "The Chamber's training plan executed on the first half of this year embraced 26 training programs, in which 369 employees with various specialties got engaged. The programs included development programs, special customized programs for assigned circles, qualifying rehabilitation programs, as well as work filed visits."