



Géant Saudi and Potential in partnership for People Development.

Dubai, United Arab Emirates – July 5, 2007: Géant Saudi partners with Potential to enhance the Géant People Skills.

In line with its customer-oriented policy, and with its continuous efforts to provide a total customer experience, Géant Saudi initiated, in partnership with Potential - one of the leading cutting-edge training and coaching companies in the developing markets - a Training & Development program designed by Géant Management Objective, to build a Fortune workforce in customer servicing skills in all Géant Stores in the Kingdom.



Mr. Mohammad Al Jarallah, Director of Human Resources at Géant Saudi stated: “the training program is a result of an assessment we performed in people & organization needs, in addition to the customer feedbacks we got from our service survey. We want to learn as much about our customers as we possibly can. Our training and development opportunities are designed to build professional competencies for staff members as they progress through their careers, and link directly to career models; **Potential provides an exceptional resource—one I hope all staff take full advantage of.**”



Mr. Shadi Banna, co-founder of Potential says: “Géant and Potential saw it best to divide the training into two major course directions; Customer Service in the age of the consumer, where Géant staff learned how to develop a high level of interpersonal skills so they can achieve notable internal & external customer service expertise through skills, knowledge and teamwork. It helped them using the information from customers to perform continuous improvement in the overall organization. The goal of the second

workshop, Retail selling skills, was to motivate and develop the selling skills of retail salesmen by enhancing their understanding of client requirements and allowing them to focus their sales on the product benefits and not features.”

By focusing on enhancing the communication and sales skills of the staff on one hand, and providing a better insight of the retail business on the other, the training enabled each staff member to embrace customer service in his own scope of work, and as part of the bigger total organization.



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About the importance of the curriculum and the relevance of the course, **Mr. Feras Al-Tal**, Training & Development Manager at Géant Saudi says: "This course helps building internal customer service at the first stage and following with external facing skills. Whenever employees are treated with respect and dignity and there is pride and joy in the workplace, the automatic human reaction is that they will turn around and make magic for the customers." And that will excel the main objective of People Development Strategy at any service organization.

Feras continues, **Retail is about people**

"The vision of Géant Saudi's CEO, as well as the entire company culture, is oriented towards customer servicing: 'The most important thing for us is the depth of our culture'. We are not just a retail company serving people; we are a people's company serving the retail industry."

"We've evolved our development program to a more blended approach where we still focus on the formal training, and we're supplementing it a lot more with smaller group activities. We've tried to break it down where People learn from other People through Service circles and mentoring circles. Those circles bring partners together in small groups under the guidance of a senior employee. They talk about and strategize individual development together to help each other advance, and the response has been very positive", Feras adds.

About Géant Saudi

Géant Saudi is a result of a strategic alliance of Groupe Casino (www.groupecasino.fr), one of the largest hypermarket companies of the world and Fawaz A. Al Hokair Group (www.alhokair.com.sa), one of the largest retail chain companies in the Middle East, with more than 42 leading international retail brands under its portfolio.

Currently Géant operates five stores in the kingdom with two stores in Riyadh, one in Jeddah, one in Dhahran and one in Qassim. Soon Géant Saudi will be opening one more hypermarket in Kharj, two more in Riyadh and one in Oneiazah. Géant family has more than 2500 personnel skilled & proud of working in Géant Saudi.

About Potential

Potential was established in 2004 to help organizations cope with change and address the ever-increasing need of companies to boost the efficiency and performance of their employees. By providing Business Consulting, Coaching and Training in specific business industries and markets, we provide our clients with key assets to increase their own potential.