

In Brief

MILITARY COOPERATION

KUWAIT: Kuwaiti Army Chief of Staff Lieutenant General Mohammad Khaled Al-Khuder discussed with visiting Major-General Saber Taha Al-Mahayra, Chief of Jordan's manpower and logistics authority, bilateral military cooperation. The two sides also reviewed key subjects of joint interest and ways to enhance relations on all levels, defense ministry said in a press statement. The discussions were attended by Major General Khaled Al-Shemmari, Assistant Chief of Staff for administration and manpower authority, Major General Lafi Al-Azmi, chief of moral guidance and public relations authority, and Jordanian military attaché Lieutenant General Mohammad Al-Saheem. — KUNA



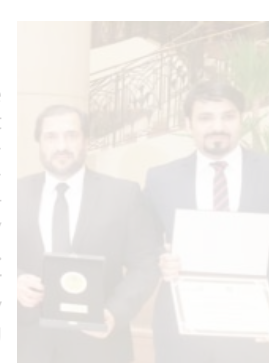
HEALTH OFFICIALS MEET

CAIRO: The Executive Office of the Arab Health Ministers Council convened yesterday for a meeting chaired by the Kuwaiti Ministry of Health's Assistant Undersecretary for Public Health Dr Majda Al-Qattan. The meeting came a day before the 47th session of the Arab Health Ministers Council, which is set to examine some of the most perennial health challenges. The session's agenda also features a range of health issues that run the gamut from psychological ailments and addiction to efforts to combat AIDS and children's healthcare. —KUNA



SMART GOVT AWARDS

CAIRO: Kuwait's Ministry of Public Works and the Central Agency for Public Tenders won three prizes at the Eighth Smart Government Awards held in Cairo yesterday. The ministry won an award for a smart application providing a geographical map of Kuwait's development projects, and a second one for its 150 emergency application, said ministry engineer Awatef Al-Ghunaim. Meanwhile, undersecretary at the Central Agency for Public Tenders Ayman Al-Sarhan said that the agency won an award for its smartphone application displaying all tenders in a transparent way. — KUNA



Photo

of the day



KUWAIT: A photo taken on February 11, 2017 in Kuwait City shows a general view of a construction site of the Sheikh Jaber Al-Ahmad Al-Sabah causeway, one of the largest infrastructure projects to be constructed. Kuwait is building a large causeway to connect the capital city, Kuwait City, with areas located north of Kuwait Bay where mega projects are planned in the future. — Photo by Yasser Al-Zayyat - KUNA

'KFH - SAUDI' PARTICIPATES IN LAUNCH OF SAUDI PARALLEL MARKET

RIYADH: Kuwait Finance House - Saudi Arabia participated in the golden sponsorship of the launch ceremony of the parallel market 'Nomu' at Faisaliya Hotel - Riyadh. Several companies were listed in the parallel market. KFH- Saudi has participated in managing the subscription process in one of the Saudi companies 'Omran Industrial Company.' Several officials were present at KFH - Saudi pavilion including Chairman, Yousuf Al-Saqer and CEO Tariq Al-Rukhaimi in addition to Head of Product Development and Head of Wealth Management Sami Abul-Ruzz and Head of Investment Banking Mohammed Taker Al-Lawzi.

Saudi Money Market 'Tadawul' announced the launch of the Parallel Stock Market under the name 'Nomu' on 26th February as part of the money market development plans to achieve the kingdom's vision for the year 2030. The plans reiterated the need to establish an advanced and highly developed and open market worldwide. The market is intended to provide several diversified and highly developed tools, instruments and investment opportunities for all participants and dealers in the money market.

KFH- Saudi is considered today as

the fastest growing financial institution in Saudi Arabia. The bank was established as a closed shareholding company with a fully paid up capital SR 500 Million. The bank is registered in the commercial register in Riyadh city. The bank practices its activities as principal undertaking hedging, management, arrangement, consultancy services and a book keeper in the Saudi money market as per a license issued by the Money Market Authority on 5th November 2008. The company commenced its activities on January 23rd, 2010 with a vision to become a leader in the field of Sharia compliant wealth management activities in Saudi Arabia, achieve a significant change in the investment banking sector on both local and regional levels through the adoption of a sharia compliant investment methodology and compliance with the highest integrity, professionalism and distinction standards, thus aiming to establish Sharia compliant financial consultancy services and wealth management services for individual and corporate customers in the area. KFH-Saudi provides high distinctive investment opportunities, remarkable returns and enhanced value for customers.



SERVICE HERO ANNOUNCES KUWAIT'S TOP PERFORMING SERVICE PROVIDERS FOR 2016

KUWAIT: Service Hero, the region's only consumer powered customer satisfaction index, which is also based in Kuwait, revealed the winners of its Customer Satisfaction Index (CSI) for the year 2016, in which Boubyan Bank, Cheesecake Factory and Emirates Airlines snatched the country's top three spots as the best service providers in Kuwait.

The winners were announced during a special gala dinner award ceremony at the Address Hotel Dubai Mall, in Dubai, the UAE, in the presence of Majid Saif Al-Ghurair, Chairman of Dubai Chamber of Commerce, and Ron Kaufman, International speaker and bestselling author. The event also saw the announcements of the first ever winners in the same category in the UAE, which completed its first year index with the end of 2016. Kuwait scored a total of 75.4 satisfaction rate across all categories, whereas UAE scored 75.8.

The categories the Kuwaiti Index included for this year's index were: Cafés, Casual Dining, Car Service, Clothes, Electronics, Fast Food, Fine Dining, Home Furniture, Islamic Banks, Retail Banks, ISP, Mobile Operators, New Car Sale, Private Hospitals, Health Clubs, Regional Arab Airlines and Supermarkets. Each industry's service providers were measured by more than 350 Kuwait consumers on a 10 point scale across eight service dimensions, namely reliability, speed, product quality, staff quality, value for money, location, call center and website quality.

Others winners from within the top ranking within their categories include: Zain in the Mobile Operators and ISP categories,

Chevrolet in Car Sales, Infiniti in Car Services, National Bank of Kuwait in Retail Banks, Home Centre in Furniture, Saveco in Supermarkets, and X-Cite in Electronics. Local brands are seen to be performing as strong as international franchises, as they lead in sectors such as Banking, Healthcare, Supermarkets and Mobile Operators, something which once again emphasizes the importance at which Kuwaiti companies deal with customer service and the overall customer experience.

Prioritizing efforts

The findings of the customer satisfaction index CSI are crucial in helping businesses prioritize their efforts. Data gathered from customer satisfaction studies provide valuable and accurate information that can help them in assessing the level of service delivered, focus on the dimensions that are more important to customers, and address gaps accordingly. Across all dimensions, reliability and product quality are the most important, having scored more than 25 percent each based on correlation analysis in driving the overall satisfaction. From over 300 brands assessed, only 50 brands scored above 80 on a 100 point scale which suggests exceptional focus on service excellence in these brands. Three companies are winning for the seventh time; these are: Caribou Coffee, The Royale Hayat Hospital and Boubyan Bank. Whereas three brands are awarded first place in their category for the first time in 2017 and these are: Next in the Clothes category, The Cheesecake Factory in the Casual Dining and

Domino's Pizza in the Fast Food category.

Key pillar

Talking at the ceremony, Faten Abu Ghazaleh, President of Service Hero, said: "it is not a surprise that customer service is one of the key pillars to a successful business, however, what I would like to highlight today, is that, with the rise of the social media, and us being online 24/7, we are venturing into a new era, businesses need to multiply their efforts in customer satisfaction, to ensure their customers are happy."

"Just think how many people would have heard that someone had a bad experience at X shop in the course of ten minutes. People are snapping, tweeting, and facebooking their experiences all the time. Which means that business in their turn need to be ultra alert, and customer focused. As audience, our opinions and purchasing decisions are highly influenced by what we hear and read both good and bad." Commenting on the significance of the index, Ghurair said: "This consumer-powered index is an important tool for measuring and improving performance and standards within the private sector. By reviewing its findings, we can identify where service gaps and challenges remain and develop the right solutions to address them."

Ghurair lauded Service Hero's efforts in launching an initiative that promotes and encourages customer service excellence in the GCC, adding that it serves as a catalyst for boosting the performance and competitiveness of business communities across the region.



RIYADH: KFH - Saudi's pavilion at the ceremony.