



DRIVE PERFORMANCE

IMPROVE YOUR WAY OF GATHERING AND
TRANSFORMING CUSTOMER REQUIREMENTS

TREXSOL is hosting a unique event themed “Drive Performance – Improve your way of gathering & transforming customer requirements”. The event is intended to appeal to a broad spectrum of people, employees, managers, business owners, entrepreneurs or anyone else interested in developing the best practices in customers’ service.

This event is a great platform to connect with industry peers and learn how to connect to your customers in a whole new way, you will also discover everything you need to know, from industry leaders who are paving the way and becoming customer oriented companies.

**Featuring • World class keynote speaker • Customer oriented companies
• Training institutes • Success stories • World best international business models**

BENEFICIARIES

- ▶ Entrepreneurs
- ▶ Business Owners
- ▶ Customer Service Department
- ▶ Call Centers
- ▶ Business Centers
- ▶ Banks
- ▶ Telecommunications Companies
- ▶ IT Developers
- ▶ Designers
- ▶ Project Managers
- ▶ Quality Assurance
- ▶ Service Providers

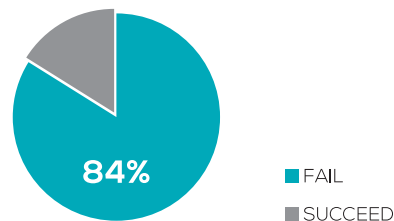
RATIONAL

Customers expect certain things when they walk into a business, and those with the highest level of service will know how to identify those expectations and meet them to the customer's satisfaction.

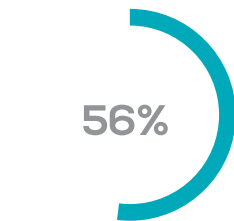
Soliciting and gathering business requirements is a critical first step for every project and project management. Understanding fully what a project will deliver is critical to its success. Creating a complete set of requirements upfront enables better planning, more accurate cost estimates, shorter delivery cycles, improved customer satisfaction and adoption of the final product. This may sound like common sense, but surprisingly it's an area that is often given far too little attention.

Many projects start with the barest headline list of requirements, only to find later the customer's needs have not been properly understood.

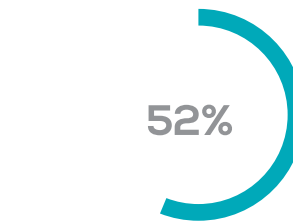
Customer service agents and employees across various industries can engage and resolve customer issues faster than ever, once they fully understand the business needs within the given context, align these needs with the business objectives, and properly communicate the needs to both the stakeholders and development team.



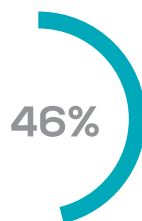
STANDISH GROUP C.H.A.O.S REPORT IDENTIFIES USER INVOLVEMENT AS THE MOST IMPORTANT FACTOR IN CAUSING 84% OF PROJECTS TO FAIL- ABANDONED, LATE, OVER BUDGET, LESS THAN PROMISED FUNCTIONALITY



PROJECT REQUIREMENTS ERROR



PROJECT STAGES CAUSED FALLURE "REQUIREMENTS DEFINITION"

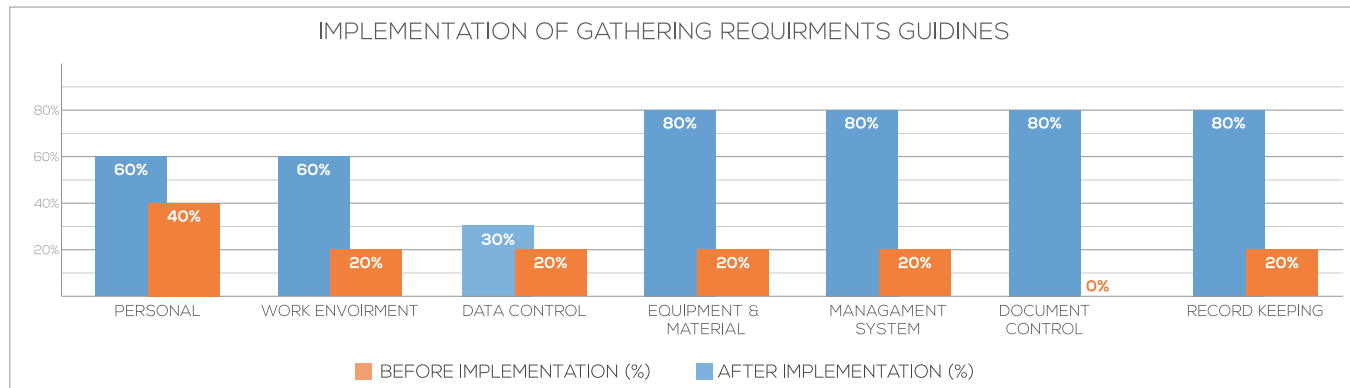
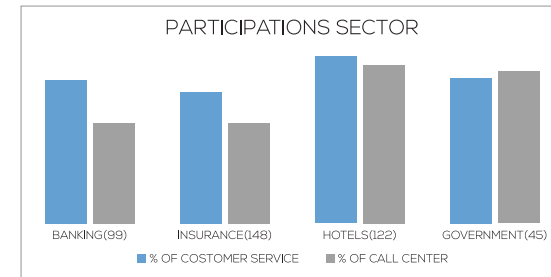
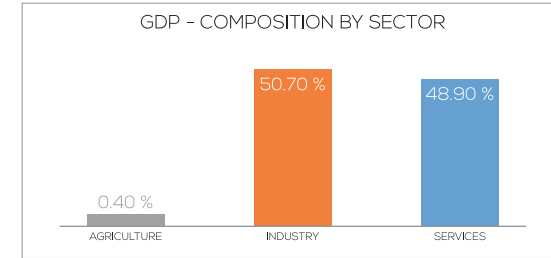


COST OF PROJECT REWORK

FACT

Collecting requirements is the first mission of any organizations whether they need it for their products and services or it's more important to service sectors as this stage never stops. It is a daily basis task.

According to the 2012 Index of Economic Freedom "GDP by sector, Agriculture **(0.4%)**, Industry **(50.7%)**, Services **(48.9%)**" which mean almost half of Kingdom of Bahrain Economy be contingent on successful requirements gathering. The main service sector companies in the Kingdom in Bahrain are Banking, Insurance, Hotels and Government and all of these organizations have a high rate of Customer Service and Call center which are the main resources of gathering requirements with the marketing and sales department which they all forward it to Business Analysis, Quality Assurance, Project Manager, etc... To develop the write service to their consumers.



OBJECTIVES

- ▶ Clarify the definition of requirements gathering.
- ▶ Develop SMART* requirements.
- ▶ Improve requirements gathering process.
- ▶ Handle different customer requirements.
- ▶ Improve the finding of problems in requirements.
- ▶ Avoid the cost of incomplete or incorrect requirements.
- ▶ Improve development approach.
- ▶ Lead organizations to 100% satisfaction of their clients.

* Self Monitoring Analysis and Reporting Technology

NUMBER OF PARTICIPANTS

Over 250 participants from different sectors will attend the conference.

The Conference will be promoted through social media, newspaper ads, websites and email marketing campaign.

WHY YOU SHOULD ATTEND?

6 Reasons to Attend the Conference.

Learn best practices

Create effective Key Performance Indicators (KPI), KPIs help an organization define and measure progress toward organizational goals.

Learn new skills – How To's

How to define the right problem, talk to the right people, document the right needs, build the right system, and test the system using a defined baseline of requirements as the target.

Get New Ideas

Understanding the process of gathering, defining, testing and managing user requirements. You will learn the requirements process from start to ongoing maintenance.

Think Out of the Box

Become more Comfortable and confident in performing the requirements management process in just about any role on the project, including business analyst, user, system designer, project manager, QA analyst or tester.

Share your experiences

Share views and insights on the conference topics with the participations. Representatives can network with key conference delegates to update their knowledge and understanding of your organization and services.

Meet new people

The conference can directly support your organization's marketing efforts by offering brand positioning and image association.

KEYNOTE SPEAKER



Dr. Penny Pullan

'Penny's self assured and acts with integrity and conviction. She delivers professionally and is committed to doing what's needed.'

'She always looks for the positive and how to make things as good as they possibly can be. She creates new ideas and enjoys exploring them. She likes to try new things and improve her toolset.' 'Learning from others,

and helping them learn to realise their potential, is important to Penny. She loves to communicate ideas in ways that get through and to share what works. She listens carefully from the speaker's point of view.'

'When planning, she runs through future events in her mind's eye to see what's needed. She's bright and thinks quickly.'

BOOKS



Over the years, Penny's gathered a huge range of certifications:

- ▶ Ph.D. degree from the University of Cambridge (yes, you can call her Dr Pullan if you like, but she's happy with Penny!).
- ▶ Chartered Engineer and Member of the IET (Institution of Engineering and Technology).
- ▶ PMP (Project Management Professional).
- ▶ CPF (Certified Professional Facilitator).
- ▶ Member of the APM (Association for Project Management) and the PMI (Project Management Institute).
- ▶ Member of the IIBA (International Institute of Business Analysis).
- ▶ Member of the BCS (British Computer Society)
- ▶ PRINCE2 Practitioner.
- ▶ Managing Successful Programmes Practitioner.

AGENDA

