



SENJAAB'S 3 BIGGEST CHALLENGES

CASE STUDY

HELLO!

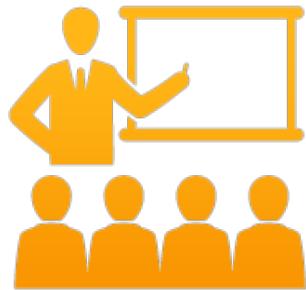
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I am here because I love to solve problems.

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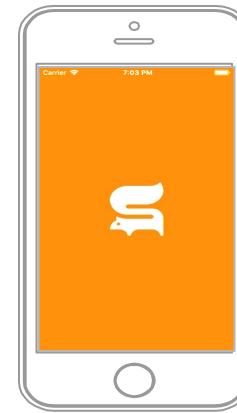
The Challenges



**Training Program
In remote branches**



**Increasing and Maintaining
the orders**



Senjaab App



Training Program In remote branches

Challenge 1

Method



Theoretical training



Practical training

Evaluation: Kirkpatrick Model



Kirkpatrick Model



REACTION

What they thought
and felt about the
training



LEARNING

The resulting increase
in knowledge or
capability



BEHAVIOR

Extent of behaviour
and capability
improvement and
application



RESULTS

The effects on the
business resulting
from the trainee's
performance



How to increase and maintain a high number of orders in Panda

Challenge 2

Challenge two



Customer Retention



Customers Acquisition

Customer Retention



Customer Experience



Marketing



Customer Service

Challenge two



Customer Relationship Management



CRM



Customer Experience : How ?



Employees training



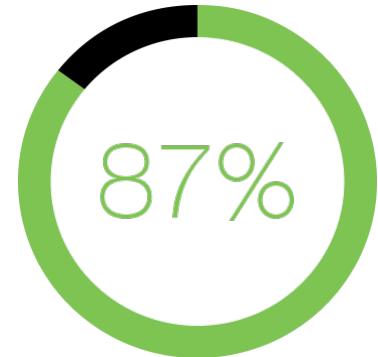
Happy employees



Customer Feedback

Customer Experience : Statistics

- 87% of employees who are happy with their jobs are willing to work extremely hard for their business's customers.



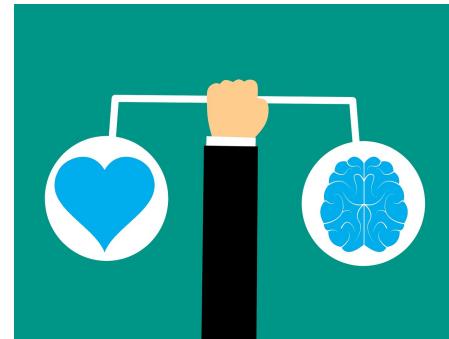
Customer Service: How ?



Rapid Response Times



Creative Problem Solving



Emotional Intelligence

Customer Service: Statistics

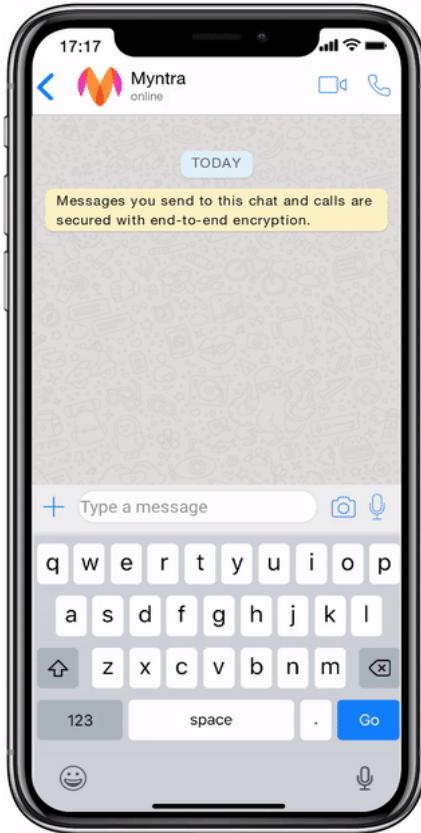
- 75% of people would return to a company with excellent service.
- 77% of customers have shared positive brand experiences with others.



Chatbot



Customer Retention



Marketing : How ?



Target customers
with special offers



Reward (VIP) customers



Email Marketing

Customers Acquisition



Marketing : How ?



Target Audience



Marketing Tools



Analysis and Review

Target Audience



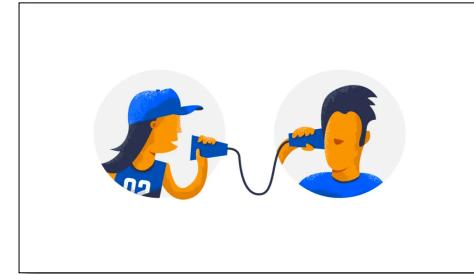
Marketing Tools



Search Engine Optimization



Digital advertising



Word-of-Mouth

Analysis and Review



“

*If you're not making mistakes,
you're probably not
experimenting enough.*

Noah Kagan



Senjaab Application

Challenge 3

Disadvantages

Disadvantages

1. Scheduling an appointment with technician for the accessories.



Disadvantages

2. Same-Day Appointments.
3. Adding new fields to the registration form such as gender and birthday.
4. Privacy Policy for app.
5. Terms and Conditions is available by Arabic language only.
6. Notifications.



Disadvantages

8. Payment.



Cash



Square Reader

Disadvantages

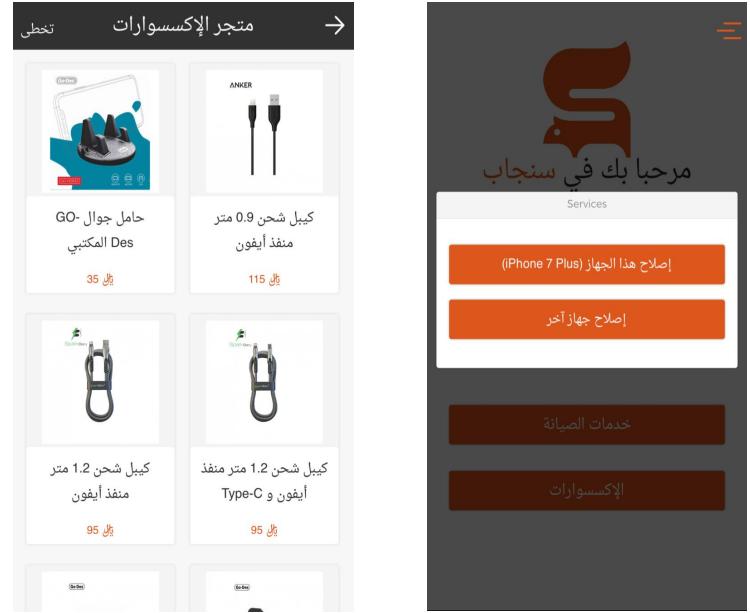
8. Payment.



Advantages

Advantages

1. Recommendations inside the application.
2. Detecting the user's device.
3. Good User Interface.
4. Fast and Easy to use.



THANKS!

Any questions?

You can find me at



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