

BAYAN ADVISERS

COMPANY PROFILE



Your Lever to Growth

About Us



Who We Are

Bayan Advisers is a management consulting company established by an experienced professional team with a common vision of providing advisory services that contribute to institutions' success and growth

Our mission is to contribute to the advancement of institutions in the Middle East through offering fact based, diligent and tangible consulting services

Our team is passionate, dedicated and works to ensure quality and relevance on regular basis

Our approach is built on implementing market relevant recommendations that generate measurable value through practical tools in short projects

We focus on building the internal capabilities of our partners mainly The People

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What are our Values

"Bayan" is one of the rich words in Arabic language that reveals a lot of our team values and our work characteristics.

"Bayan" in Arabic means:

Proof and validation; reflecting our dedication to present our clients with valid, relevant, fact based, diligent and tangible consulting services that will contribute to our client's advancement and growth

Eloquence and persuasiveness; reflecting our devotion to clearly communicate our ideas and opinion in a simple, direct, and practical manner that will enhance the application of our deliverables

Guidance and enlightenment; reflecting our commitment to implement what we preach, through developing practical applicable tools and solutions, and guiding our clients' team through on job / off job training to ensure achieving our clients' objectives



Why Us

Bayan Advisers ... "Your Lever for Growth"

Like a "lever", we are dependable & hardworking, and work in partnership with our clients & produce results

- ✓ We are based in Amman, Jordan thus providing a hub for servicing the Middle East, with established alliances in Saudi Arabia, UAE, Egypt and Yemen
- ✓ We have access to highly professional and experienced subject matter experts in the advisory services we offer
- ✓ We have established alliance with a specialised software house to provide customised IT solutions to enhance sales, service and staff performance

Our Advisory Services



Banking / Financial Institutions

We work with our clients on three main areas:

- Enhance retail operations and branch network services and performance
- Build an efficient corporate relationship management that aims at enhancing client's relationship and improve risk assessment and approval process
- Develop efficient and service focused operations through designing and developing policies, procedures and service level agreements for all banking activities with the aim to transform the operations functions from a processing culture to servicing culture

Our offerings include:

- Retail banking
 - Enhance Retail Banking Division
 - In branch sales and service enhancement
 - Branch performance optimization
 - Collection management
 - Complaint management
- Corporate relationship management
 - High performance relationship management
- Operations
 - Develop policies, processes and procedures for banks' divisions and departments



Entrepreneurship Offerings

At Bayan Advisers, we define entrepreneurs as leaders who aim to contribute to the growth and advancement of their organizations. Our offerings are tailored to assist entrepreneurs to enhance sales, improve service, institutionalize their operations and improve performance.

Our offerings include:

- Strategy development and business plans
- Sales enhancement
 - Outlets
 - Mobile sales force
 - Relationship management
 - Key account management
 - Cash vans
- Service enhancement
 - Front office development
 - Complaint/issue handling
 - Service level agreement
- Marketing enhancement
 - Capability audit
 - Marketing planning
 - Marketing execution
- Development of policies and procedures
- Project management office



Auto / Fleet Management

We aim at enhancing the after sales service for Auto importers and companies with sizable fleets to ensure efficient operation is maintained.

Our offerings focus on :

- After sales service enhancement
- Fleet management
- Service/maintenance centers enhancement
- Auto sales
- Parts management
- Workshop management

Leadership Team



Issam Elmuhtadi

Executive Director

Profile

Issam is the founder of Bayan Advisers. He has more than 18 years of consulting and banking experience. Prior to establishing Bayan Advisers, Issam was the Director of Amman Solution Center at Huron Consulting Group - Middle East (previously nextmove), where he led teams of consultants in launching companies and assessing, developing and implementing growth strategies for banks and companies across the Middle East. Prior to joining the consulting field, Issam was a manager of the International Department at Cairo Amman Bank (a local Jordanian bank). Throughout his experience with the bank, Issam was exposed to several banking services including financial institutions and corporate relationship management, trade services, housing loans, SME and micro finance lending.

Issam has a Masters of Business Administration (MBA) and B.S. in Business Administration (Finance) from the California State University, Chico, USA

Main Projects & Engagements

Sales and service enhancement program for a leading bank in Qatar: Led a comprehensive sales and service transformation program that achieved loans & deposits sales targets, customer satisfaction levels, in-branch workload reduction, and major increase in utilization of electronic channels for 26 branches and offices

Sales growth program and strategy for a major food manufacturing company (FMCG) in Saudi Arabia: Managed the assessment and the implementation of a comprehensive sales growth program that led to increasing the company annual sales by 25% over its previous year sales, as a result of the implementation of this project the company had a successful IPO

Business launch for a publicly traded brokerage company in Qatar: Managed a project management office (PMO) to the successful launch of the first publicly traded conventional and Islamic brokerage company in Qatar, within a period of four months

Banking service transformation for a leading bank in Saudi Arabia: Supervised transforming the operations division for a leading bank in Saudi Arabia from processing to a front office servicing culture, with the objective to achieve service excellence and ultimate customer satisfaction. The project focused on developing new processes, creating new organization & new roles for people and transforming the operation's division culture from a process to a service oriented culture

Full bank assessment for a local bank in Jordan: Conducted a full bank assessment of a local bank. Work included analyzing the banks capabilities (strategy, customers, products, channel, HR, back office, sell and service and performance management), identifying gaps and making recommendations to close gaps. Recommendations were grouped into executable projects and a roadmap was prepared

Collection department enhancement for a leading Islamic bank in the UAE: Supervised the design, development and implementation of the collection department for a leading banking in the UAE. This include setting the collection strategy, building prioritization model based customer segment & balances, defining collection approach for each level, developing the required policies and procedures, reengineering the organization structure of the collection department and training staff

Business launch manuals development for an online brokerage company: Developed policies and procedures for an online brokerage company in Saudi Arabia, which focused on identifying how to build a customer focused approach. This included building account administration, brokerage, handling and custody of client money and assets, fund management, IPO, sales management, issue management, and reporting & record keeping

Achievements

Led / supervised teams to accomplish the following:

- ✓ A successful launch of a publicly traded financial investment company in Doha, Qatar within a period of 4 months, with a staff of more than 100 employees, 4 branches and a call center.
- ✓ Increase in-branch sales for a major bank in the Gulf by 25%, and enhanced the service through reducing queuing time to 5 minutes from 12 minutes and enhanced service satisfaction to reach 92%.
- ✓ Achieve sales targets for a major fast moving consumer goods (FMCG) manufacturer in Saudi Arabia; an increase in annual sales of more than 25% over annual sales of previous year (average annual growth was 7%), increase sales of core products of more than 15%, decrease in returns of about 8%.
- ✓ Reengineered the corporate banking services and organization structure for a leading bank in Saudi Arabia

Leadership Team



Nasser Al Afghani *Director*

Profile

Nasser is a founder of Bayan Advisers. He has extensive experience in managing after sales service functions for major auto dealers in the region. Nasser's initiatives focused on developing workflows, procedures and building a performance management model to lead after sales activities with the aim to enhance customer service, build customer loyalty and ensure quality of service. Prior to establishing Bayan, Nasser worked with major auto dealers in Jordan; his profile includes working with BMW, GM, Opel, Chrysler dealership. Nasser has extensive regional experience where he worked on projects in Saudi Arabia and was the manager of after sales service for BMW Dealership in Kuwait and Qatar.

Nasser has a B.S.M.E from Northrop University, Los Angeles California, USA

Achievements

- ✓ Led a service advisors transformation program for a major dealership in Saudi Arabia that achieved remarkable customer satisfaction levels
- ✓ A successful launch of a CSI program (Customer Satisfaction Index) with a 95% 2 year average
- ✓ Above 90 % in a 2 year average FFV "Fix it First Visit"
- ✓ Devised a highly effective Performance Management Module
- ✓ Devised Proactive Maintenance Schedules
- ✓ Designed a workshop key figures program which includes efficiency, productivity & utilization as well as idle time statistics (both fixed & variable) and technicians current working status display (who is currently working & who is idle)
- ✓ Devised a service reminder program

Main Projects & Engagements

Service Advisors Professional Role

Designed and developed service advisors manual and trained service advisors & implemented quick & long term solutions for a Major CJD importer (Chrysler, Jeep & Dodge) in the Gulf region. The project included defining the process flow for the service advisors including coaching and monitoring implementation

Restructured a CJD importer

Turned around the After sales to become the best Middle East performer in CSI, FFV & Recall campaigns. This included designing and developing all policies and procedures for the after sales service function. Defined service criteria, and conducted regular customer satisfaction surveys to ensure service meets required standards. Developed and implemented a comprehensive performance management module that focused on regular monitoring of staff performance

Boosted GM importer CSI figures

Built customer service initiatives that contributed to enhancement of customer satisfaction. CSI (Customer Satisfaction Index) rose from 72% to 87% in just under 6 months. This included designing service code, and defining roles and responsibilities

Established a BMW / Rover group solos from scratch

Built an after sales service operation In just under two months for BMW Group dealership (fully operational in mechanical, electrical, body & paint shops) . This included spare parts initial stock order, special tools order, equipments order, job descriptions , developing all policies & procedures and developing staff

Leadership Team



Diala Al Alami *Director*

Profile

Diala is a founder of Bayan Advisers. She has more than 18 years of consulting experience. Prior to establishing Bayan Advisers, Diala was the Component 2 Leader for Private Sector Strengthening for ACED Program, where she worked with different teams to assist MSMEs in Aqaba. Prior to joining ACED Program, Diala worked with nextmove as a consultant and a PMO manager, where she developed and documented policies and procedures for HR, sales and marketing in addition to PMO procedures. Diala also worked with EJADA, as a taskforce advisor where she conducted assessments and support to SMEs and Associations. Prior to that, Diala had over 8 years in Abu-Ghazaleh Intellectual Property. Diala also provides capacity building assistance to NGOs through Jordan Civil Society Program, whereby support is given in HR, Project management, Monitoring and Evaluation and Organizational development.

Diala has a Bachelor of Arts in Economics, American University in Cairo, Cairo, Egypt. She is also PMP Certified through the Project Management Institute, U.S.A

Main Projects & Engagements

Project Management Office

Developed a Project Supported several companies in Documentation and procedure running. The last project was a Jewelry factory in in the documentation and development of their business processes, which resulted in the amending of computer systems and the development of a bar-coding system

Developing Support to Micro, Small and Medium Enterprises (MSMEs)

As component leader to a project in Aqaba, effectively put in place a system to support MSMEs in businesses by identifying through diagnosis deficiencies and then developing solutions to support them in this progress

Supported several companies in Amman in diagnosing their problems and identifying improvement plans for the future.

Micro – Business Incubator

Supported a NGO in developing a Micro Business Incubator in Aqaba, catering to the local micro businesses and their needs. During the first 6 months 60 entrepreneurs received training

Policies and Procedures

Developed for different Policies and procedures for different companies such as Policies and Procedures for an upstart Cement company and a internal designer company, operational procedures for a Jewelry Factory, sales and marketing policies and procedures for a Brokerage company

Supporting Grass root NGOs

Working with small NGO's to develop their internal capacities to support growth and sustainability

Achievements

- ✓ Developed a MSME support unit that provided consultants to the different enterprises, and provided support to MSMEs through diagnosis studies.
- ✓ Developed policies and procedures for an startup company in HR, sales, marketing and organizational manuals
- ✓ A successful implementation of documented procedures in a jewelry factory in Jordan.
- ✓ Developed the Project Management Office for a consulting company, including monitoring and reporting processes and tools.
- ✓ Supported an NGO in developing a Micro-Business Incubator in Aqaba.
- ✓ Supported grassroots NGO's in developing Internal organization structures, as well as capacity building.
- ✓ Supported and conducted training in Intellectual Property



Call us

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