

Beat: Technology

## Canon highlights importance of Customer Delight during Service Partners´ Forum

### Technology News

Jeddah - Saudi Arabia, 04.08.2018, 02:56 Time

**USPA NEWS** - Canon Middle East hosted the Service Partners´ Forum 2018, bringing together heads of the service function from partner organisations across the Middle East. Three directors from Canon Europe joined Canon Middle East executives to lead sessions during the forum, which took place in Dubai.

Attendees learnt about Canon´s updated service solutions and products, and were introduced to various new tools and applications that improve service efficiency, reduce cost of repair, and increase engineers´ productivity, leading to overall customer satisfaction. The forum also saw interactive sessions in which service partner heads from across the region shared best practices with each other.

Commenting during the forum, Shadi Bakhour, Business Unit Director, B2B, Canon Middle East said: "It is proven that retaining an existing client is easier than acquiring a new one, and in our business, retaining an existing client is dependent on providing them the right service that they need. Canon relies on its partners across the region to get this right, and therefore we host this forum to spotlight service-related topics. By sharing information on processes and innovations that will help them service their clients better, we are laying the foundation for increased business growth and opportunities for Canon and its partner community."[\[2\]](#)











Abdullah Inayat | Co-Founder & Director | W7Worldwide

T: +966 12 661 4579 | M: +966 55 599 0258

E: a.inayat@w7worldwide.com | W: www.w7worldwide.com

SM: Follow us on LinkedIn | Follow us on Twitter

L: L

**Article online:**

<https://www.uspa24.com/bericht-13909/canon-highlights-importance-of-customer-delight-during-service-partners-forum-2.html>

**Editorial office and responsibility:**

V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Zayad Alshaikhli

**Exemption from liability:**

The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Zayad Alshaikhli

**Editorial program service of General News Agency:**

United Press Association, Inc.  
3651 Lindell Road, Suite D168  
Las Vegas, NV 89103, USA  
(702) 943.0321 Local  
(702) 943.0233 Facsimile  
[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)  
[info@gna24.com](mailto:info@gna24.com)  
[www.gna24.com](http://www.gna24.com)