



# Essence

“Customer Service at The Wave”

## INTERVIEW - Vice President, Customer Service

### “Customer Service starts when a prospect walks into our office”

Fareed Dowlatshahi, Vice President, Customer Service, The Wave, Muscat

There is a tone of determination in Fareed's voice as he expounds the core philosophy of the customer service team – 'it's all about managing customer expectations, improving our communications, and responding effectively'. In the past, he concedes, "the problem may have been in understanding issues. But, changes have been made and continue to be made. Today, customer service is very responsive. The fact that we have preventive measures in place ensures we tend to be spontaneous. All team members have been given technical training, so they can look into finer details". On service deliverables, he is emphatic that the basic principle should be put oneself in the customer's shoes and meet the requirement. Understanding customers is important. They come from different cultures. It is important to understand their buying experience needs.

Much of Fareed's hands-on experience comes from the fact that he lives at The Wave. "I see exactly what challenges customers feel and I know we can react. Now, we implement in a positive manner and customers see that we are responding across all deliverables".

Today, The Wave Muscat's vision is to exceed all customer's expectations and be the best in the industry. "We have a sound product. Wave is in the top league in the region; we have to align with the brand. We know the expectations in terms of pre sales and post sales are different. So long as we are not afraid of complaints, we can manage complaints well".



Fareed Dowlatshahi

About his team, Fareed feels they have imbibed the credo "Happy customers will spread the word". The team is young, hungry for their ability to be put to the test. As trust and confidence are reposed on them, they emerge as a solid team with one spirit. "For my part, I have always considered it best to lead by example. They all now believe that truly enhancing the product offering is essentially a question of how we manage our customers".

To put the customer service operation into top gear, internal targets have been set. There are collective targets for the team as well. "That will make sure things will happen for the customer. Every team member has the onus to ensure work is completed, and recorded".

The IT environment that has been created builds in an ability to monitor, manage, communicate; these are key components for everyone to be in sync.

On the customer side, there are a lot of things happening. A whole new website is under design so that much can be done online. "Transparency is very important; we have to lay it all out on the table".

Fareed is confident the customer service team will deliver with a new enthusiasm. "We have a diverse team; staff will always be the catalyst of what we are; all our staff are well oriented; the company culture is proactive; people will respond".

The determination in Fareed's tone comes back for the passing shot. "Our quality control team will inspect all units before hand over. The standards are very stringent. The team's not happy, we won't sign the handover. And I am monitoring all that from my laptop!"

## Customer Service Team

### HANDOVERS

OVER 360  
UPTO MARCH 2010

### UNITS UNDER CONSTRUCTION

413 VILLAS,  
178 APARTMENTS

e Wave MUSCAT ة الموج مسقط



## February 2010 property release witnesses unprecedented sales



Despite the challenging global market conditions, The Wave, Muscat, has achieved a new milestone with unprecedented sales during its 7th property release by selling 60% of the 160 properties on offer within the first two days.

The fully master-planned community offered a number of apartment and townhouse options at Al Marsa Village for immediate sale and will continue to present viable investment solutions until the remaining apartment units are sold. To date, 50% of



buyers are Omani nationals with the remaining buyers being expatriates from the Indian Sub-Continent and Europe.

All Luban apartments and Neem townhouses offer modern convenience and luxurious comfort of the highest caliber and have recently been designed to create a more spacious and enhanced living experience that caters to local trends and tastes at varied price points. The properties are located in the dynamic waterfront community of Al Marsa Village, the largest

phase in the development of the cosmopolitan suburb which is characterized by a number of recreational and tourist attractions, including a Sailing Academy, international retail outlets and 5 star luxury hotels.

## Employee interview



"I feel I own The Wave, Muscat" says Akram Al Mawali

He's been with The Wave, Muscat for just a little over a year. Yet, he feels he is immersed in the operations.

"When I got the email informing me about the Employee of the Month Award, I thought it must have been sent to my mailbox by mistake". No, he was mistaken! The mail was rightly directed, informing him of his achievement.

"it then dawned on me that there must have been a set of people looking at my performance. I was proud of their assessment of me". Today, Akram is an even more involved person. He feels everyone at The Wave, Muscat should assume the role of being a salesperson for The Wave. "It is important to spread the good word about this project. All of us should be good ambassadors of The Wave with anyone we meet, wherever," end Akram, before getting down to the tasks for the day with a new zeal. The pride in the man is obvious.

## The Wave, Muscat Awarded ISO 9001 Certification for Customer Service

The Wave, Muscat has been accorded the ISO 9001 certification for excellence in customer service making the company the first property developer in Oman, to win ISO accreditation for adherence to high quality management systems in customer services.

The Lead Auditor stated "The company has a well documented Quality Management System in place that addresses the new standard. The processes used by the Pre and Post Completion teams in the Customer Service Department at The Wave, Muscat are used to deliver a unique experience to the customer. A truly dedicated experience is put into place from a committed team, who continue to service the customer's needs for a year after they move into their luxury home."

The customer service team ensures that the customer is kept informed at every stage in the development of their property, from the choice of fittings, to the reviewing of the bare shell of the building and finally checking the final build quality and finish prior to the owner taking over the property."

## Property Registration Process For TWM Properties

The Wave, Muscat has commenced the registration process recently, and the process is going smoothly with the Ministry of Housing (MOH). To register any property with MoH, it is important to ensure that:

- All the documents required either by MoH or Ministry of Tourism are complete
- The construction of the property is completed
- The property has been handed over
- Payment Clearance Certificate has been issued by Finance Dept. of The Wave, Muscat.

Presently Sector 1 villas and Townhouses are being registered. Townhouses and Blocks 3 & 4 are imminent. For complete details visit [www.thewavemuscat.com](http://www.thewavemuscat.com)

## PROGRESS UPDATE

### Golf Course

The Wave, Muscat has recently appointed Southern Golf Oman LLC as the Golf Course Construction Contractor. They will construct the 18 hole PGA standard course, the par 3 academy course and the floodlit driving range.

### Marina

The marina construction continues at a good pace and the first pontoons have recently been installed for use by Oman Sail. The third leg of the Asian Extreme Sailing Series was held in front of The Wave, Muscat. The Extreme-40 catamarans have been described as the Formula 1 of sailing.

### Retail

The first retail units are now under construction in Almeria North and we look forward to welcoming our first tenants and customers before the end of 2010.

### Q1 2010 Facilities Management Update

The following will be operational in the first quarter of this year:

### Community Web Portal

This will serve as a platform to communicate with the occupiers and owners. The portal will include useful documents, such as the community bylaws, ARC process and



application forms along with a section on the service charge which will also have a secure access protocol.

### Security

We will be installing a Security Patrol Auditing system; this will allow us to set patrol routes for the mobile security patrol and audit adherence. At the same time we plan to carry out a customer survey to understand their feelings on security.

### Recycling

We are currently checking on what all can be recycled, such as plastic, paper, etc, before rolling out the service. Each home will be issued with a Brown waste bin which will be for domestic waste and a Green bin for the recycling. The recycling collection will be collected once a week; the domestic collection stays at three collections a week on Saturdays, Mondays and Wednesdays. Residents will all receive a notice on the details before the recycling service starts.

## Middle East College Fashion Show



Undergraduates from The Middle East College showcased their designs and models at a fashion show organized as part of the graduation project. The event, held at The Wave, Muscat in the Sales Centre, was attended by college students, fashion fans and the media.

The Wave, Muscat provided the venue as part of its on-going effort to assist educational institutions in their co-curricular ventures.

## Night in Japengo

End of the month in future will see the Customer Service team getting together outside work to share food, gossip and fun. The picture here, taken at the first revelry on November 10 last year at the Japengo restaurant, shows the CS team's revelries at the first of many special nights.



## FAQs

### 1) How long is the Defect Liability Period (DLP) on purchased property? And when does it start?

The Defect Liability Period (DLP) is the period of time for which The Wave, Muscat covers any reported defects with the home under our warranty. It starts from expiration of the stage 7 completion notice being served for a period of one year.

### 2) When will the golf course be ready for use?

It is anticipated that the first 9 holes will be ready for use by Q4 2010. The complete course with club house would be ready by 2011/2012.

### 3) How many parks are there on the development?

The total number of parks has not been finalized yet. In The Wave, Muscat's commitment to the community's environment there will be numerous parks and open spaces throughout the site.

### 4) When we see the first retail units?

We anticipate to open our first retail and F&B units in the Al Marsa village by Q4 2010.

## Customer's Corner

Peter Mansour, Legal Consultant

"The new customer service team has brought a breath of fresh air to the place. They have brought a new meaning to living at The Wave"

"We have lived here since May 2009. We had asked to expedite delivery. The Wave was kind enough to push the schedule forward".

On maintenance issues, there was much appreciation. "Very quick response; within the hour the contractor was here" Peter felt though that "lately, they have been slowing down; maybe, they are handing over more villas!" And, he adds, "the mobile signals are bad sometimes. We have to go out to the balcony to take calls. Would some signal towers in the campus be the answer?"

CS has completely reviewed the way we manage all post handover remedial work. Many improvements have been introduced along with changes in processes and systems. We are confident that our service levels will continue to improve as we focus on delivery and quality.

Further mobile signal towers have been approved for installation within the community to improve the current inconsistencies in signal coverage. We are currently in dialogue with Omantel to plan installation locations to limit any impact within the community.

There are some concerns about maintenance fees after the first year. Peter feels they will go up. He acknowledges, however, that doing it efficiently could keep fees low.

Service fees have in fact gone down from 2010 and as the community grows and develops naturally the community service



levies will also be proportioned accordingly in addition we are continuously reviewing every aspect of how we manage the community looking at cost saving measures without compromising on quality and service.

Three suggestions round up the session.

1) It may be a good idea to give everyone a list of contractors who could be on call, to get small work done fast. Some people are handy, not all are good. So, the service would be needed.

Customer Service is already reviewing the feasibility of introducing a 24 hour maintenance team to service the community and attend to all emergency calls out as well as attend to home owner small jobs thereby improving service across the board and we hope to have some positive news in the coming weeks.

2) All owners should have detailed plumbing, electrical and structural drawings. This is customary.

We are pleased to announce that customer services will now provide some as built drawings for a small admin fee and all customers are requested to contact customer services who will facilitate them with their request.

3) The communications with owners should show people have learnt the culture here. "Notices may be necessary, but you don't have to call them NOTICES!"

Customer Services appreciates all customer feedback and recommendations and we have recently undertaken an exercise of reviewing all our communication templates and style of writing to ensure that whilst we aim to communicate the message intended yet we also consider the nature of our relationship with our customers and the need to be sensitive to local cultures, traditions and business ethics.

## How to wow your customer

"They valeted my car!"

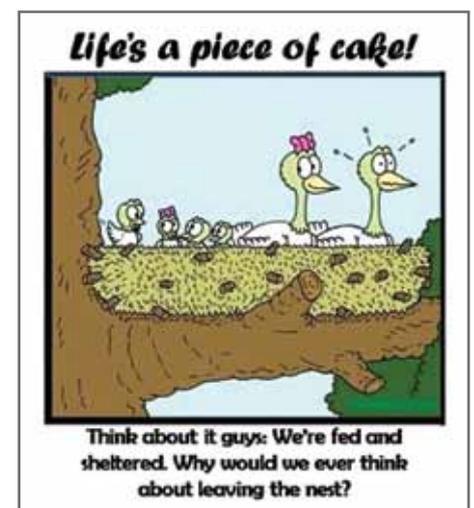
I was thinking of buying a new car and was test driving the ones on my short list. One of the cars I was considering was a Lexus. I had already gone through equivalent vehicles from BMW, Jaguar and Audi, and was looking forward to seeing how the Lexus compared.

I was really impressed with the Lexus test drive. But, I was even more impressed with the +1 that awaited me when I took it back after the test drive. I returned to find that the dealer had fully valeted my old car while I was trying out the Lexus!

It made me think, "If their service is this good even before I have become a customer, how good would it be when I do become one!"

I am now a Lexus customer.

## Cartoon Corner



## Customer Service – Lookout Corner

- Call center
- New dedicated website
- Introduction of courtesy school bus
- Introduction of air-conditioner & pool maintenance

For queries, email to [customerservice@thewavemuscat.com](mailto:customerservice@thewavemuscat.com) or call +968 24534444

Further developments and new initiatives happening in Customer Service will be reported in the next edition