



شركة كهرباء مجان (ش.م.ع.م.)  
Majan Electricity Company (SAOC)

إحدى شركات مجموعة نماء  
Member of Nama Group

# MAJAN ELECTRICITY COMPANY, Oman

## Situation

The electricity sector in Oman has been privatized and the need was for change of the work culture to provide better and efficient customer service. The team had been trained on traditional customer service programs with little effect. The need was for an out of box approach to energize the staff and bring passion to work.

## Objectives

How to change the way the front-line staff handled the customers at the front desks as well as the call center. Rising complaints on staff attitude and complex procedures were the major issues with no new ideas forthcoming.

## FISH! Approach

Senior leadership were convinced that FISH! will be the solution. Tailor-made activities keeping in mind their challenges of two-way communication, asking questions and increasing the customer engagement. This was done through several add on exercises like Headbands to demonstrate the power of asking questions. The use of digital technology was used for play storming and stinky fish and the team was asked to contribute ideas on improving two main processes.



## Results

The team consisting of local Arab participants learnt through fun and games the importance of energy, passion and commitment of work resulting in open communication, better customer experiences and over 100 ideas each on the two challenges using Klaxoon during play.

They gave new ideas on how to improve the extension process and ideas on overall process simplification for enhanced customer service.



**Questions?**  
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