

Everyone's Smart University

Project(Spring 2021)

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Section	Date	Course Code
Master	Thursday 18 / 03 / 2021.	(PMG511)

PROJECT LEADERSHIP

Instructions:

- ☐ اخر موعد للتسليم هو يوم الخميس ٢٠-٠٥-٢٠٢١ في تمام الساعة ٩ مساءً.
- ☐ الإجابة متاحة باللغة الإنجليزية أو اللغة العربية مع مراعاة أن تكون المصطلحات العلمية باللغة الانجليزية.
- ☐ يتم تسليم المشروع في صيغة ملف pdf مع الالتزام بنموذج الجامعة ولن تقبل أي مستندات أخرى.
- ☐ يجب مراعاة أقسام البحث الرئيسية (مقدمة Introduction، دراسات علمية سابقة Literature Review، طريقة البحث Methodology، النتائج والمناقشة Results and Discussion، وأخيراً المراجع References. وان كان هناك ملحقات Appendices يتم إضافتها)
- ☐ يجب الالتزام بـ Theme موحد كما يلي:
 - حجم الخط ١٢.
 - نوع الخط Arial.
 - لون الخط أسود.
 - المسافة بين الأسطر 1.5 line spacing.
 - عدد صفحات البحث (لا تقل عن ثلاث صفحات ولا تزيد عن ستة صفحات).

Instructor's Name: **Dr. Sara Adel**

THE IMPACT OF LEADERSHIP SKILLS ON PROJECT SUCCESS IN **YOUR ORGANIZATION**: A CASE OF YOUR OWN.

Different leadership styles are the key factor in the success of any project. Project Leaders are responsible and accountable for the success/failure of the project. There are numerous responsibilities that are assigned to a Project Leader during the leadership journey.

YOUR MISSION:

Your research/project must provide an overview of information and knowledge in a corporate environment with an underlying theme of **defining leadership styles within applying the hard and soft skills** for that style needed by the leader to ensure successful project delivery in your organization. (You are required to demonstrate your understanding of the relevant body of works to real-life business research).

Choose one only of the following project leadership skills using the tools that we learned during the project leadership course; starting from identifying and assess the case till executing the project.

- Prioritization (Using tools for Estimation – Scheduling – Tracking–prioritizing stakeholders).
- Team management (Using Team structures – Team development stages – Team needs).
- Embracing Accountability (Using RASCI)
- Conflict resolution (Using the Thomas-Kilmann conflict mode instrument).
- Motivation (Using one theory of motivation–Types of motivators).
- Communication in the project.
- Influencing (Using different sources of LEADER POWER).

What you have to do:

Your project task requires the preparation of a full project proposal that should contain the following components:

- **Introduction:** A detailed statement of the problem, research aim, and objectives that you would like to investigate and discuss. **(2 points)**

- **Literature Review and Conceptual framework:** An analysis of the literature relevant to the research topic that will give you the conceptual basis for conducting your research from the previous studies. **(2 points)**
- **Methodology:** Based on the conceptual framework, research aim(s), and objectives, you need to provide a detailed description of the data collection tools, data sources. **(2 points)**
- **Results and Discussion:** Description about the main findings of a research, outline your thoughts to defend your research and to emphasize the significance of it. **(4 points)**
- **References:** Lists all the resources you've used in your project, and your refereed journal articles as well. **(2 points)**
- **Appendices (If it is available in your study):** Any supplementary material you need to add. (Optional)

[Write the names of the chapters/sections of your research/ project and briefly discuss what you will write in those chapters/sections] .

Best of luck...

Dr. Sara Adel

تأثير مهارات القيادة على نجاح المشروع في مؤسستك: حالة عملية خاصة بالطالب.

أساليب القيادة المختلفة هي العامل الرئيسي في نجاح أي مشروع. قادة المشروع مسؤولون عن نجاح / فشل المشروع. وهناك العديد من المسؤوليات الموكلة لقائد المشروع خلال رحلة القيادة.

مهمتك:

يجب أن يوفر بحثك لمحة عامة عن المعلومات والمعرفة في بيئة المؤسسة الخاصة بك وهي موضع الدراسة مع تحديد أنماط القيادة في إطار تطبيق المهارات الخاصة بالقائد والمناسبة لهذا النمط الذي يحتاجه القائد لضمان تسليم مشروع ناجح في المؤسسة. (أنت مطالب بإثبات فهمك لما تم دراسته وتطبيقه بالأبحاث الواقعية في مؤسستك).

اختر واحدة فقط من مهارات قيادة المشروع التالية باستخدام الأدوات التي تعلمناها خلال مقرر القيادة في المشاريع.

- Prioritization (Estimation – Scheduling – Tracking–prioritizing stakeholders).
- Team management (Team structures – Team development stages – Team needs).
- Embracing Accountability (RASCI)
- Conflict resolution (The Thomas-Kilmann conflict mode instrument).
- Motivation (Using one theory of motivation – Types of motivators).
- Communication in the project.
- Influencing (Using different source of power).

ما عليك القيام به:

تتطلب مهمة مشروعك إعداد مقترح مشروع كامل يجب أن يحتوي على المكونات التالية:

- مقدمة: بيان تفصيلي للمشكلة محل الدراسة، تحديد هدف البحث والأهداف التي ترغب في التحقيق فيها ومناقشتها من خلاله.
- دراسات علمية سابقة: تحليل الأدبيات والدراسات السابقة ذات الصلة بموضوع البحث والتي ستساعدك في مجال الدراسة لإجراء هذا البحث.
- المنهجية وطريقة البحث: بناءً على أهداف البحث، تحتاج إلى تقديم وصف تفصيلي لأساليب وأدوات جمع البيانات ومصادر البيانات والأساليب / الأدوات التي ستستخدمها.
- النتائج ووصف المناقشة حول النتائج الرئيسية للبحث: شرح مفصل للمشكلة محل الدراسة.
- المراجع: تسرد جميع المصادر التي استخدمتها في مشروعك، ومنها مقالات المجلات المحكمة أو المواقع المستخدمة للبحث.
- الملحقات (إذا كانت متوفرة في دراستك): أي مواد تكميلية تحتاج إلى إضافتها. (خيارية).

{اكتب أسماء فصول وأقسام (البحث / المشروع) الخاص بك، وناقش بإيجاز ما ستكتبه في كل قسم}.

كل التوفيق لكم جميعاً.....

Dr. Sara Adel

Develop Customer Services

- **Introduction :**

Our company depends on providing services and products to customers, and therefore developing customer services is one of our basic goals to increase company profits and maintain its reputation in the market.

Currently the company is seeking to develop customer services. Hence, the project began.

Objectives of the customer services development project:

1. **Enhance customer satisfaction:**

Customer satisfaction is the most important goal, and it is the driving force behind all company accomplishments

2. **Increase customer loyalty:**

When a customer is happy with the service provided to him, he will come back and make regular purchases. This is where customer loyalty will be built.

3. **Increase Lifetime Value:**

A customer's lifetime value indicates the amount of revenue the customer is likely to generate for the company over the course of his dealings with it. You can increase the lifetime value of your customers by providing them with the best customer service.

4. **Improve retention of clients:**

When customers encounter a problem with your products or services, they will report it. In this case, how the support team responds and how quickly it will determine whether customers are happy or frustrated. Providing good customer service in these situations can increase customer satisfaction with you, which, in turn, will lead to retention.

5. **Improve customer recovery potential:**

Good customer service aims to convert an unhappy customer into a happy one. When a customer is not satisfied with your product or service, you should see this as an opportunity to show them the excellent services that your company can provide to them.

- **Previous scientific studies :**

The purpose of this study is to analyze the customer service effects on customer satisfaction and customer loyalty. The field study is applied by using survey method on a face-to-face and electronic mail basis as interview methods including four hundred shopping mall customers who live in Izmir city, Turkey. The research model is formed for measuring customer service effects on customer satisfaction and customer loyalty. The research model is tested by three hypotheses via regression analyses. According to the research results, customer services which comprise 8 factors can explain 13.9 % of variance in

customer satisfaction, 12.5 % of variance in customer loyalty and also customer satisfaction can explain 43.2 % of variance in customer loyalty. As a result, customer services can explain both customer satisfaction and customer loyalty and it must be improved by retailers.[1]

- **Methodology and research method :**

Initially, the project manager thought to make a questionnaire to measure the services provided by other companies and to know the preferred service channels among community members according to the following details(see **picture 1 , picture 2 , picture 3**)

Secondly, after collecting the results for this purpose, and according to the presented results, it became clear that the majority of customers in the majority of companies prefer different services to communicate and submit proposals or complaints, as it became clear that they prefer to communicate in an easy and clear manner, and this is what the project manager seeks to develop. (see **picture 4 , picture 5 , picture 6 , picture 7 , picture 8 , picture 9**).

- **Results and discussion:**

And based on the results of the questionnaire, the initial meeting was held with the work team to suggest the necessary strategies for the development of services. The project manager decided to start internal development by improving the performance of employees according to the following strategies:

- a. Motivate employees:**

The project manager recognized this most important skill and that is how employees motivate themselves and others.

- b. Work Team Training:**

The best way to ensure that your team is fully empowered in their roles on the job is to give them the necessary training. This training should help your business team deliver a great experience to your customers. Providing the work team with continuous feedback on their roles at work, and also receiving feedback from them and asking them if they are facing any difficulties at work.

- c. Keeping work orderly:**

To maintain the work, the project manager decided to hold the necessary meetings, solve complex business problems, and come up with solutions to improve the level of customer service, in addition to directing each member of the work team.

- d. Dealing with irritation and anger:**

Despite the efforts of the staff, there will be times when the customer says "I want

to talk to your manager". This is a clear indication that the customer is unhappy and ready to go crazy if he does not get their money back or the warranty he requested is not extended. In these cases, the options available to the project manager were considered and worked to achieve the best interest of the team and the client:

Discussing with the client.

Determine the position or the correct choice for him.

Execution in the best way leads to calm irritation and anger.

e. Track performance:

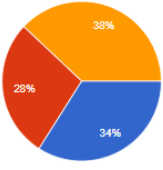
Tracking a business team's performance is critical to determining how well a company is serving customers. While the quantitative metrics that depend on customers such as the response time to customers and the time of resolving complaints provide insight into how each member of the work team performs proportionally, there are also metrics based on calculating the performance of the team as one unit, such as the level of happiness of customers and the rates of customer communication with the company, Which gives an overview of the performance of the work team.

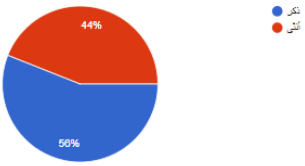
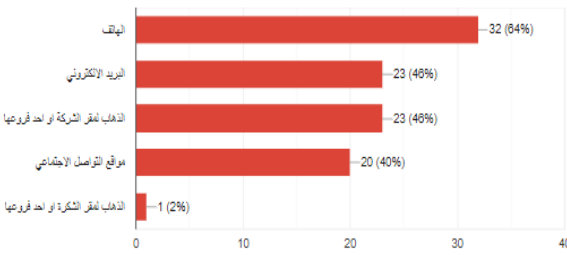
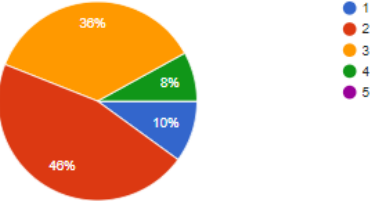
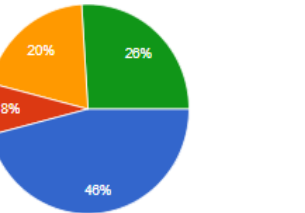
• **References:**

1. TY ,JOUR -AU ,Yarimoglu, Emel -PY - 01/01/2011 - T1 - Customer Service Effects on Customer Satisfaction and Customer Loyalty: A Field Research in Shopping Centers in Izmir City - Turkey VL - 2 -JO - International Journal of Business and Social Science ER.
2. <https://www.salesforce.com/products/service-cloud/what-is-customer-service/>
3. 21 Key Customer Service Skills (and How to Develop Them) by Help Scout
4. <https://www.surveymonkey.com/mp/6-keys-improving-teams-customer-service-skills/>

Table 1

NO.	Picture
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1	خدمة العملاء يهدف هذا الاستبيان لمعرفة الخدمات المحببة و المناسبة لخدمة العملاء لدى جميع افراد المجتمع . *مطلوب العمر : بين 20 - 30 ☐ بين 30 - 40 ☐ بين 40 - 50 ☐ أخرى: الجنس : ذكر ☐ أنثى ☐
2	كيف تتواصل مع شركتك في حال وجود مقترح أو شكوى : * ☐ الهاتف ☐ البريد الإلكتروني ☐ الذهاب لمقر الشركة أو أحد فروعها ☐ مواقع التواصل الاجتماعي قيم مدى رضاك عن خدمات الشركات التي تتعامل معها : * علا إن 1 تعني سي و 5 تعني ممتاز جدا 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐
3	اختر أفضل الخدمات المقدمة من الشركات الخاصة بك * ☐ الهاتف ☐ البريد الإلكتروني ☐ مركز المبيعات ☐ مواقع التواصل الاجتماعي في حال لديك اي اقتراح لتحسين الخدمات : إجابتك
4	العمر : 50 ورا بين 20 - 30 ☐ بين 30 - 40 ☐ بين 40 - 50 ☐ 

5	الجنس : 50 رأ  50% ذكر 44% أنثى
6	كيف تتواصل مع شركتك في حال وجود مقترح أو شكوى : 50 رأ  الهاتف 32 (64%) البريد الإلكتروني 23 (46%) الموقع الإلكتروني للشركة أو أحد فروعها 23 (46%) مواقع التواصل الاجتماعي 20 (40%) الموقع الإلكتروني للشركة أو أحد فروعها 1 (2%)
7	قيم مدى رضاك عن خدمات الشركات التي تتعامل معها : 50 رأ  1 10% 2 46% 3 38% 4 8% 5 8%
8	أكثر أفضل الخدمات المقدمة من الشركات الخاصة بك 50 رأ  الهاتف 46% البريد الإلكتروني 26% مركز المبيعات 20% مواقع التواصل الاجتماعي 8%

9	في حال لديك اي اقتراح لتحسين الخدمات : 7 ردود الخدمات من مواقع التواصل الاجتماعي ضعيفة جدا التواصل بتويتر صعب ودنا يكون اسهل 🙄 حبدأ جميع القنوات تكون مشاحة ☹☹ تجاربهم بتويتر عجيب ليت يكون فيه تواصل معهم بالت نكثر انواع التواصل
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