

مركز ذكاء

منشآت
monsha'at
الهيئة العامة للمنشآت الصغيرة والمتوسطة
Small & Medium Enterprises General Authority

Thakaa Workshop: The Importance of Technology in Fostering Employee Loyalty in SMEs

Table of Contents

About the Workshop

موضوع الورشة

Collaborating Entities

الجهات المتعاونة

Workshop Objectives

الهدف من الورشة

Target Audience

الفئة المستهدفة

Participants

المشاركين

Workshop Impact

الأثر من الورشة

Conclusion

الخاتمة

Thakaa Workshop: The Importance of Technology in Fostering Employee Loyalty in SMEs

About the Workshop

Small and medium-sized enterprises (SMEs) often face the challenge of motivating their employees to stay, given the high competition from larger companies that offer greater benefits. However, with the availability of technological solutions that support enterprises in enhancing their relationship with employees, it has become possible to adopt these solutions and increase the competitive value of the enterprises.

In this workshop, we will explore the first approach for companies and enterprises aiming to enhance their relationship with employees and customers, creating a sense of belonging and loyalty by offering a range of programs and technological solutions designed according to their needs and desires, which have a positive impact on them.

Agenda

- How to Enhance Internal Loyalty Among Employees Towards Their Enterprises.
- Loyalty Plus Programs and How to Benefit From Them.
- Announcing the Support Provided to Customers of the Thakaa Center.

Collaborating Entities



Loyalty Plus platform offers specially designed programs for companies and enterprises aimed at enhancing employee loyalty and increasing their productivity.



Workshop Objectives

- Raise awareness of the importance of adopting technologies that contribute to increasing competitiveness among enterprises.
- Learn how to improve the work environment and enhance employee well-being through loyalty programs to foster loyalty.



Target Audience

Entrepreneurs and SME owners.



Participants



No. of Attendees

25



No. of Registrations

86



The Satisfaction Rate

%84

The survey was filled out by 10 attendees.

Workshop Impact

- Exchange your expertise with the workshop presenter and fellow attendees.
- Expand your professional network within your field.

Thank you

May you have a promising future filled with constant innovation.