



Press Release

Optimiza Academy Delivers a Customer Service Training Program to the Social Security Corporation

The Social Security Corporation selects Optimiza Academy to cultivate its customer services

Amman, February 2008 - Optimiza Academy, the training and human resources development arm of Optimiza (Al-Faris National/ ASE:CEBC), announced establishing a partnership with the Social Security Corporation in Jordan with the aim of developing its customer service skills. By virtue of this agreement, Optimiza Academy will conduct a specialized training program for a total of 300 employees from the Social Security Corporation to develop their professional competencies in servicing customers.

Through in-depth studies and interviews, Optimiza Academy team custom-tailored the program to address the weaknesses and training needs of the Social Security Corporation staff in order to help them attain the appropriate level of customer services' delivery.

Commenting on this program, Mr. Nidal Al-Bitar, Optimiza Academy Director, said, "Our partnership with the Social Security Corporation is a valuable addition to our achievements. The Social Security Corporation is known for its boundless ambition and ongoing efforts to achieve a positive effect on the life of every citizen. We are glad to give them the needed support in developing their staff's skills and performance which falls in line with the Corporation's vision, and our vision to develop innovative customized programs."

For his part, Dr. Omar Al-Razaz, Social Security Corporation General Manager, said, "We chose Optimiza Academy because we have great trust in their extensive expertise and abilities in providing custom-made training programs to fulfill the requirements of their various clients. This program stems from our sense of responsibility towards our staff, and ultimate aim to best serve our clients.

In recognition of human resources' vital role in ensuring the success of any business, Optimiza Academy constantly upgrades its training programs, which target leading establishments and institutions in the public and private sectors.

- Ends -