**Beat: Technology**

# Canon highlights importance of Customer Delight during Service Partners´ Forum

**Technology News**

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**USPA NEWS -** Canon Middle East hosted the Service Partners´ Forum 2018, bringing together heads of the service function from partner organisations across the Middle East. Three directors from Canon Europe joined Canon Middle East executives to lead sessions during the forum, which took place in Dubai.

Attendees learnt about Canon´s updated service solutions and products, and were introduced to various new tools and applications that improve service efficiency, reduce cost of repair, and increase engineers´ productivity, leading to overall customer satisfaction. The forum also saw interactive sessions in which service partner heads from across the region shared best practices with each other.

Commenting during the forum, Shadi Bakhour, Business Unit Director, B2B, Canon Middle East said: “It is proven that retaining an existing client is easier than acquiring a new one, and in our business, retaining an existing client is dependent on providing them the right service that they need. Canon relies on its partners across the region to get this right, and therefore we host this forum to spotlight service-related topics. By sharing information on processes and innovations that will help them service their clients better, we are laying the foundation for increased business growth and opportunities for Canon and its partner community.“

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