

BRINGING PEOPLE TOGETHER

Al-Jawwal, Saudi Arabia, invests in a comprehensive Learning Solutions service to strengthen its performance

Highlights

Customer Objective

- Maintain market share and profitability
- Less reliance on third party skills
- Acquire in-house skills to compete effectively with new players

Ericsson Solution

- Learning Solutions

Customer Benefits

- A structured analysis model applied across the entire organization
- Delivery of training in support of business objectives
- Meets government directives for developing skills of Saudi nationals

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Faisal Al-Qahtani,
HR General Manager,
Al-Jawwal

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Saudi Arabian mobile operator Al-Jawwal has put its trust in Ericsson to define and deliver a high-level competence development strategy that will enable it to compete successfully in a newly-liberalized market.

To help maintain market share in the face of new competition, Saudi Telecom Company’s mobile operator, Al-Jawwal, has embarked on a major business transformation program. Its aim is to develop a more efficient and effective way of working in order to decrease its reliance on the services of third party suppliers.

One of the first crucial steps has been to ensure that its department structures, job functions and competence levels tie in with Al-Jawwal’s overall business objectives. It has turned to Ericsson’s considerable consultancy and training expertise to achieve this.

Over 11 months, Ericsson agreed to define and evaluate the overall operational and competence strategy for around 200 staff working in the core Network Design and Network Planning departments.

Ericsson has been delivering technology and training to Al-Jawwal for the past four years, throughout a major GSM expansion project and the introduction of a pre-paid service. In that time the number of mobile subscribers has risen to over 9 million, and the company now employs around 3000 staff.

Per-Arne Lundberg, Head of Education, Middle East, Ericsson, adds, “Ericsson has succeeded in building a lasting relationship based on professionalism and trust – a



Madinah, Saudi Arabia

relationship that bridges cultures and brings people together.”

The project aims to define job and skills requirements, current competence gaps and specific training needs. Training was delivered in the second stage, followed by a detailed evaluation of the results.

Ahmed Al-Faifi, Ericsson Project Manager of the Al-Jawwal Network Engineering Training (ANET) project, comments: “The customer is now trusting us to define how two of their most important departments should work. The same structured model could well be applied to other departments.”

Faisal Al-Qahtani, HR General Manager, Al-Jawwal, describes the strength of the relationship: “Al-Jawwal recognizes the high quality of services offered by Ericsson and is impressed by their competence and dedication. Ericsson understands Al-Jawwal’s needs and culture and supports us in our aim of achieving high customer satisfaction. Learning Solutions is not a process of simply teaching, but a combination of consultancy and practical knowledge transferred to actual business situations.”