

The University of Dodoma

**Office of the Deputy Vice Chancellor Academic, Research and
Consultancy**



College Of Business and Economics Department of Business Administration and Management

Short course on Customer Service, Communications, and Best Practices in Public Service Delivery

1.0. Introduction

Welcome to the "Customer Service, Communications, and Best Practices in Public Service Delivery" short course! In today's dynamic public service landscape, effective customer service is crucial for building trust, satisfaction, and fostering positive relationships with diverse communities.

In this comprehensive course, we will delve into essential aspects of customer service, communication, and best practices tailored specifically for public service delivery. Our engaging modules will equip you with the skills and knowledge needed to excel in providing exemplary service to the public.

Learning Outcomes

By the conclusion of the "Customer Service, Communications, and Best Practices in Public Service Delivery" short course, participants will attain the following learning outcomes:

- Comprehensive Understanding of Customer Service in Public Service:
- Adoption of a Customer-Centric Mindset:
- Effective Communication Mastery:
- Application of Best Practices in Public Service Delivery:
- Proficient Management of Customer Expectations:
- Leveraging Technology and Innovation:
- Creation of a Customer-Focused Organizational Culture:
- Establishment of Measurement and Evaluation Protocols:

2.0. Target Group

This course is tailored for professionals across various industries. It is ideal for:

- Government Officials and Employees
- Public Service Administrators
- Municipal and Local Government Staff
- Customer Service Representatives in Public Agencies
- Nonprofit and Community Service Leaders
- Professionals involved in Public Relations and Communication
- Those aspiring to enter public service or enhance their existing skills in customer service and public service delivery.

3.0. Date

Registration deadline: 29th May 2024

Duration of the course: 1 week

Course dates: 03rd June – 07th June 2024

Fee and Mode of Payment

Course fee: Tshs 500,000. Per Participant

This fee encompasses the costs associated with training service, venue rental, certificates, learning materials, and refreshments, including both breakfast and lunch.

All payment should be deposited in the following bank account;

Bank Name: CRDB

Name: UDOM CONSULTACY AND SPECIAL PROGRAM

Account Number: 01J1082491700

Payment for: Short course on Customer Service, Communications, and Best Practices

Course Content

- Introduction to Customer Service in Public Service
- Customer-Centric Approach
- Effective Communication Strategies
- Best Practices in Public Service Delivery
- Managing Customer Expectations
- Technology and Innovation in Public Service
- Building a Customer-Focused Culture
- Measurement and Evaluation of Service Delivery

4.0. Method of Delivery

The courses delivery encompasses a combination of methods, including interactive classroom sessions, dynamic Group Discussions, and engaging Peer Learning. These components are further complemented by immersive Hands-On Workshops, where participants can apply theory into practice. The training unfolds through meticulously designed interactive learning modules, punctuated with opportunities for knowledge checks to ensure understanding and retention.

5.0. Prerequisites/Eligibility – Stating who will be eligible for the course

Candidates are expected to have basic knowledge of customer service and processes in the public or private sector as well as a sound knowledge of the English language.

6.0. Certification

At the end of the training all participants will receive certificates of participation

Location/ Venue : UDOM, CBSL Board Room

7.0. Registration and Inquiries

Course coordinator: CPSP Yohana Arsen Rutaba

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Cc all inquiries to:

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