



**THE UNITED REPUBLIC OF TANZANIA**  
**INSTITUTE OF ACCOUNTANCY ARUSHA**



**SHORT COURSE ANNOUNCEMENT**  
**ON**  
**ADVANCED CUSTOMER CARE AND COMMUNICATION**  
**SKILLS**

**(09<sup>th</sup> – 13<sup>rd</sup> September, 2019 - IAA Arusha Campus, Arusha)**

**1.0 COURSE BACKGROUND**

The provision of consistent and effective customer care is important to the reputation and development of any Organization. This course is designed to provide and enhance skills focusing on improving the performance appraisal scores and raise awareness of services in dealing with different customers within and outside of the Organization. This course will also provide better understanding of the office layout and customers challenges facing Supervisors, Customer care center, Bank Tellers and any other person dealing direct with customers and the best practice in handling them in competitive world. The participants will acquire some administrative, customer service and management skills that enable them to perform their duties effectively and efficiently.

**2.0 COURSE OBJECTIVES**

At the end of this programme participant will be able to understand the following:

- (i) Principles of Customer Services
- (ii) Determinant of Customers Satisfaction
- (iii) Office Planning and layout
- (iv) Customer Services VS Attitude
- (v) Power of talking to customers
- (vi) Handling complaints
- (vii) Effective Communication Skills
- (viii) Managing Quality Service

**3.0 TARGETED GROUP**

This course is intended for Person who deals with Customers directly, Office Supervisors, Bank Tellers and any group who may need to be equipped with personal effectiveness skills and customer services.

**4.0 METHODOLOGY**

The course will be conducted through lectures, discussions and case studies analysis and group assignment and presentation. Participants will be offered an opportunity to refocus and refresh.

## 5.0 FEES & MODE OF PAYMENT:

The fee for the course is **TZS 950,000/=** (say **Nine Hundred and Fifty Thousand only**) to cover for training material, tea/coffee and lunch. Participants will have to arrange for their own travel, accommodation and upkeep while attending the course in Arusha. Payment may be in cash, cheques or TISS paid directly to our **Bank Account No. 014103007130** in the name of **Institute of Accountancy Arusha, NBC, Arusha Branch**. **Early registration is highly encouraged and appreciated.**

## 8.0 DATE, DURATION AND VENUE:

This course will be conducted from **09<sup>th</sup> – 13<sup>rd</sup> September, 2019 (5 working days)** at the Institute of Accountancy Arusha, located at Njiro Hill-Arusha.

## 9.0 CONTACT PERSONS

For more details please don't hesitate to contact any of the following:

### Course Director

Ms. Lilian Minja                      E-mail: [lminja@iaa.ac.tz](mailto:lminja@iaa.ac.tz) and [Lilysta19@yahoo.com](mailto:Lilysta19@yahoo.com)  
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### Head of Department – Consultancy & Executive Development

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### Course Administrator

Ms. Caroline Lucumay              E-Mail: [clucumay@iaa.ac.tz](mailto:clucumay@iaa.ac.tz) and [lucumayc@gmail.com](mailto:lucumayc@gmail.com)  
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**NB:      *Early confirmation is highly appreciated.***

## APPLY TO:

The Rector  
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