



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



**SHORT COURSE ANNOUNCEMENT**  
**ON**  
**CUSTOMER CARE AND QUALITY SERVICE MANAGEMENT**

(10<sup>th</sup> – 14<sup>th</sup> June 2019 - IAA Arusha Campus, Arusha)

**1.0 COURSE BACKGROUND**

The provision of consistent and effective customer care is essential to the reputation and growth of any business. It enables service industry to provide and raise awareness of services in their business and assist them in providing outstanding service to their customers. A reputation for excellent customer service performance will help organizations to attract and retain customers by differentiating them from their competitors. This course aims at developing an in-depth appreciation of customer service and it provides a venue to examine customer needs. It also equips participants with techniques to effectively handle difficult customer situations, and improve communication within the service industry.

**2.0 COURSE CONTENTS**

The course will cover the following:

- (i) Customer care: The heart of success or failure in business;
- (ii) A whole brain approach to Customer care
- (iii) Identifying and meeting customer expectations;
- (iv) Communication Skills;
- (v) The nature of Service Industry;
- (vi) Handling difficult customers;
- (vii) Stress Management;
- (viii) Negotiation Skills;
- (ix) Managing Service Quality;
- (x) Determinants of Customer Satisfaction.
- (xi) Public Speaking

**3.0 COURSE BENEFITS**

At the end of the course, participants will be able to:

- (i) To understand nature and characteristics of services and how the organizations take these factors into consideration in dealing with the Clients.
- (ii) Recognize how one's attitude affects service standards and Develop a positive, customer focused, attitude
- (iii) Get needs analysis techniques to address customer needs
- (iv) Learn outstanding customer service techniques to generate return business and good will

- (v) Master techniques for dealing with difficult customers, properly handle grievances and reduce customer complaints
- (vi) Appreciate the importance of team building and relating it to customer care
- (vii) Conduct negotiations confidently and Handle “moments of truth” successfully.

#### **4.0 TARGET PARTICIPANTS**

This short course is designed to enhance the skills of the following groups of people:

- (i) Marketing Managers/Officers;
- (ii) Customer Service Managers/Officers;
- (iii) Public Relations Officers;
- (iv) Sales Professionals;
- (v) Front Desk Officers;
- (vi) Personal Secretaries/Assistants; and
- (vii) Other professionals with similar functions

#### **5.0 METHODOLOGY**

Teaching methodology will include: lectures, case studies, group discussions and presentations.

#### **6.0 FEES & MODE OF PAYMENT:**

The fee for the course is **TZS 1,000,000/=** (say **One Million only**) to cover for training material, tea 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.**

#### **7.0 DATE, DURATION AND VENUE:**

This course will be conducted from **10<sup>th</sup> – 14<sup>th</sup> June 2019** at the Institute of Accountancy Arusha, located at Njoro Hill-Arusha.

#### **8.0 CONTACT PERSONS**

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

##### **Course Director**

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##### **Head of Department – Consultancy & Executive Development**

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##### **Course Administrator**

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**APPLY TO:**

The Rector  
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