



THE UNITED REPUBLIC OF TANZANIA
INSTITUTE OF ACCOUNTANCY ARUSHA



SHORT COURSE ANNOUNCEMENT
ON
EFFECTIVE COMMUNICATION AND CUSTOMERS SERVICE FOR ORGANIZATION
SUCCESS

(07th – 11th October 2019 - IAA Arusha Campus, Arusha)

1.0 COURSE BACKGROUND

Sustainable customers and employees are the building blocks of a successful organization. Managing them need high skills, attitude and commitment. This course entails to equip the tools for maximizing service, hence yield the projected profit. For any organization to prosper the existing customers should be retained so that they attract the new. Employees should also be managed by motivating them so that they feel that they are part of an organization.

2.0 COURSE RATIONALE

The programme deals with equipping all managers and employees on how to use communication as a tool of unity in organization. The emphasis will be on understanding the impact of effective communication to both employees and management/manager.

3.0 COURSE OVERVIEW

This course covers the following:

- An Understanding of interpersonal communication in organization
- A knowledge of how to use feedback
- Importance of nonverbal communication to organization
- Insights into formal organizational communication
- The importance of the grapevine
- The use of 180 and 360 degrees feedback
- Hints on how to encourage organizational communication
- Handling Difficult Customers
- Converting Customers Complaints into Business Opportunities
- Measuring Customer Satisfaction Level.

4.0 COURSE BENEFITS/OUTCOMES

At the end of this course participants are expected to have acquired knowledge and skills in effective communication and use it in their work places to attain the stated objectives.

5.0 TARGET GROUP

This course is intended for Directors, Managers/Officers, Executives, Public Relations Managers/Officers, Customer Service Officers, Human and Administrative Officers/Managers, Supervisors, Security Guards, Receptionists, Secretaries and any other interested person who want to sharpen his/her communication.

6.0 METHODOLOGY

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

7.0 FEES & MODE OF PAYMENT

The fee for the course is **TZS 850,000/=** (say **Eight Hundred and Fifty Thousand Only**) per participant to cover for tuition fee, training materials, tea/coffee and lunch. 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 **07th – 11th October, 2019** at the Institute of Accountancy Arusha, located at Njiru Hill-Arusha.

9.0 Contact Persons

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

Course Director

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