



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



**SHORT COURSE ANNOUNCEMENT**  
**ON**  
**CUSTOMER CARE AND PERSONAL EFFECTIVENESS**

**(24<sup>th</sup> – 28<sup>th</sup> June, 2019 - IAA Arusha Campus, Arusha)**

**1.0 COURSE OVERVIEW**

Have you ever thought why do external customers complain? Have you ever thought why do your co-workers complain with your work/services? If that is the case, this course is designed for the purpose of responding to all your queries on service provision. This programme intends to develop distinguished customer service skills to participants. It also aims at imparting personal effectiveness skills and techniques to the participants.

**2.0 CONTENT OF THE TRAINING**

The coverage includes:

- Customer Care: The Heart of Success or Failure in Business
- Market Competition as a key to consider in providing services to customers
- Contemporary issues in Customer Service
- The role of Managers in Customer Service
- Dealing with high calibre customers
- Handling difficult Customers
- Why do customers complain and how to deal with different types of complaining Customers
- Personal Effectiveness Skills required in Service Delivery
- Information Technology and Customer Service

**3.0 TARGET GROUP**

The course is intended for Marketing Managers, Sales Managers, Customer Care Managers, Customer care/ service Attendants, Public Relation Officers, Human Resource Officers, Executive Assistants, Personal secretaries and Receptionists, Front Desk attendants or Any other person or group who may need to be equipped with customer care and personal effectiveness skills.

**4.0 METHODOLOGY**

The course will be conducted through lectures, discussions and case studies analysis.

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

The fee for the course is **TZS 1,500,000/=** (say **One Million Five Hundred Thousand only**) to cover for training material, tea and lunch. Participants will have to arrange for their own travel, accommodation and upkeep while attending the courses in Arusha. Payment may be in cash, cheques or bankers draft or TISS paid directly to our **Bank Account No. 014103007130 NBC, Arusha Branch.**

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

This course will be conducted from **24<sup>th</sup> to 28<sup>th</sup> June, 2019** at the Institute of Accountancy Arusha – Njiro Hill.

## **7.0 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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**NB:** Please confirm your attendance one week before the commencement of the course for our preparations.

## **APPLY TO:**

The Rector  
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