



THE UNITED REPUBLIC OF TANZANIA
INSTITUTE OF ACCOUNTANCY ARUSHA



SHORT COURSE ANNOUNCEMENT
ON
EFFECTIVENESS OF CUSTOMER SERVICE IN BOTH PUBLIC AND PRIVATE
INSTITUTIONS

(12th – 16th August 2019 - IAA Arusha Campus, Arusha)

1.0 Course Background

The provision of consistent and effective customer service 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.

2.0 Course Overview

The course is composed of the following topics; effective customer care provision in private and public institutions, the main differences between private and public sectors in customer care provision, various attitudes on private and public customer care, organizational changes, level of customer orientations, specific training and development programs on private and public sector customer, characteristics of good customer service, types of customer service, manage your customer care, understand your customers, collect information about your customers, manage your customer information, use customer care to increase sales and how to deal with customer complaints and difficult customers in private and public sectors

3.0 Course Rationale

This course intends to impart participant's skills which will enable them to deliver an appropriate customer care at their working places, (both in public and private sectors). It is always known that customers are the heart of any business/organization. So treating them, they need a great attention being in public or private firm. At the end of this course participants will be in a position to:

- (i) Understand the effective customer care provision in private and public institutions
- (ii) Assess the main differences between private and public sectors in customer care provision
- (iii) How to deal with customer complaints and difficult customers in private and public sectors
- (iv) Build effective and efficient teams for customer care in private and public institutions
- (v) Manage organizational changes and customers in both private and public institutions
- (vi) Collect and manage information about your customers

4.0 Target Group

This course is meant for ALL Customer Service Providers, Directors, Managers, Human Resource Officers, Accountants, Engineers, Supervisors, Lecturers, Teachers, Bankers, Community Leaders, Employees and any other person who is interested.

5.0 Methodology

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

6.0 Fees & Mode of Payment:

The fee for the course is **TZS 970,000/=** (say **Nine Hundred and Seventy 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.**

7.0 Date, Duration and Venue:

This course will be conducted from **12th – 16th August, 2019 (5 days)** at the Institute of Accountancy Arusha, located at Njiro Hill-Arusha.

8.0 Contact Persons

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

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