



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



**SHORT COURSE ANNOUNCEMENT**  
**ON**  
**SERVICE QUALITY AND CUSTOMER SATISFACTION**

**(08<sup>th</sup> – 12<sup>th</sup> July 2019 - IAA Arusha Campus, Arusha)**

**1.0 COURSE BACKGROUND**

In a time when gaining a competitive edge increasingly comes down to the experience provided to the customer, Customer Service Excellence has never been more important. This fast moving, highly interactive training programme draws upon the very latest thinking and research into customer behaviours and the psychology of buying to enable attendees to fully understand what is required to ensure their customers, whether they be external 'paying' customers, or internal 'colleague' customers, get the very best experience possible.

**2.0 COURSE OVERVIEW**

The programme delves into the precise meaning of value, what it is that customers actually value and what an organisation can do to ensure it, perhaps uniquely, can deliver it. Application of the tools and techniques demonstrated on this programme will enable attendees to provide dramatic increases in Customer service, leading to customer retention and increased revenues.

**3.0 COURSE OBJECTIVES**

This training programme aims to enable participants achieve the following objectives:

- Understand the true meaning of value and to create it
- Understand why excellent customer service is the key to success
- Improve service delivery standards resulting in higher profits
- Learn how to build a customer focused organisational culture
- Learn how to lead organisational customer service performance
- Learn how improving customer service will improve business performance
- Gain practical skills to recruit, train and motivate customer service staff
- Understand how to develop and improve internal service standards

**4.0 TARGET PARTICIPANTS**

This course is specifically designed for professionals in all areas of Customer service, sales & marketing, managers, supervisors, quality management personnel, voice of the customer analysts and virtually every function of the business that adds value to products and services.

**5.0 METHODOLOGY**

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

## **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 **08<sup>th</sup> – 12<sup>th</sup> July 2019** 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:

### **Course Director**

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

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### **Course Administrator**

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## **APPLY TO:**

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