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Implementing Practical Guide Approach to Achieve Customer-Centric Public Sector Transformation

Course Overview

The **"Ubuntu Service Excellence: Practical Guide to Citizen-Centric Transformation"** is a 5-day intensive program. It moves beyond theoretical "customer service" to a comprehensive **Public Sector Transformation** model. The course focuses on re-engineering processes, leveraging localized GovTech solutions, and fostering a "servant leadership" culture to rebuild public trust and ensure that no citizen is left behind.

Program Objectives

By the end of this program, participants will be able to:

- **Audit** current service delivery channels using the "Citizen-Journey Mapping" technique.
- **Simplify** complex administrative procedures by removing "Red Tape" and "Linguistic Barriers."
- **Deploy** appropriate technology (USSD, Mobile, and Web) that suits the African digital landscape.
- **Set and Monitor** Service Delivery Standards through a "Citizen's Charter."
- **Manage Change** by aligning staff mindsets with the "Ubuntu" philosophy of empathy and service.

Course Coverage (The 5-Step Transformation Roadmap)

Day 1: Diagnosis – Seeing the Institution Through the Citizen's Eyes

- **The "Citizen vs. Customer" Debate:** Why public sector service is a right, not a privilege.
- **Persona Development:** Creating profiles for rural farmers, urban youth, and marginalized groups.
- **Journey Mapping:** Identifying "Pain Points" in current service delivery.

Day 2: Design – Process Re-engineering for Efficiency

- **The "Once-Only" Principle:** Why citizens shouldn't provide the same data to different agencies.
- **Lean Administration:** Identifying and eliminating "Waste" in file movements and approvals.
- **Service Blueprinting:** Mapping the front-end experience against back-end operations.

Day 3: Digital Inclusion – GovTech for the African Context

- **The Omnichannel Strategy:** Balancing physical "One-Stop Shops" (Huduma Centers) with mobile solutions.
- **USSD and SMS Governance:** Reaching the "unconnected" citizen.
- **Interoperability:** How different government databases can "talk" to each other to save time.

Day 4: Accountability – The Citizen's Charter & Feedback

- **Drafting a Service Charter:** Defining clear timelines (e.g., "ID card in 5 days").
- **Feedback Loops:** Setting up SMS-based rating systems and grievance redressal mechanisms.
- **The "Mystery Shopper" Approach:** Using internal audits to test service quality.

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Day 5: Culture – The Human Side of Transformation

- **Emotional Intelligence (EQ):** Dealing with frustrated citizens with empathy and professionalism.
- **Incentivizing Excellence:** Non-monetary rewards for high-performing frontline staff.
- **Action Planning:** Developing a "90-Day Transformation Sprint."

Target Participants

- **Heads of Service Delivery Units** in Ministries, Departments, and Agencies (MDAs).
- **Local Government Authorities (LGAs):** District Executive Directors and Ward Officers.
- **Digital Transformation & ICT Directors.**
- **Public Relations and Communication Officers.**
- **Frontline Managers** (Immigration, Revenue, Health, and Land sectors).

Expected Outputs

Participants will graduate with a **"Citizen-Centric Toolkit"** consisting of:

- **A Redesigned Service Map:** A "To-Be" process for a core service that reduces citizen wait time by at least 40%.
- **A Draft Client's Service Charter:** A localized document outlining service promises and feedback channels for their specific department.

- **The "Tech-Check" List:** A strategy for digitizing one manual process using low-cost mobile technology.
- **A 90-Day Implementation Roadmap:** A step-by-step guide to launching a "Quick Win" project within their institution.

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