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Enhancing Quality Service Delivery to Achieve Customer Satisfaction in the Public Sector

Course Overview

The **"Citizen-First: Public Service Excellence Masterclass"** is a 5-day intensive program that addresses the gap between government policy and the citizen's experience. In many African public institutions, the "customer" is often seen as a passive recipient rather than a stakeholder with rights. This course provides senior and mid-level officials with the tools to re-engineer processes, leverage digital technology, and foster a culture of empathy and efficiency. It emphasizes that quality service is not an "extra" but a fundamental duty of modern governance.

Program Objectives

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

- **Adopt** a "Service Mindset" that views citizens as valued customers.
- **Identify** and eliminate "Red Tape" that hinders efficient service delivery.
- **Design** Service Delivery Charters that set clear, measurable standards for the public.
- **Master** complaint-handling mechanisms that turn negative feedback into service improvements.
- **Leverage** ICT and GovTech to create "One-Stop Shops" and digital touchpoints for easier access.

Course Coverage (Modules)

Day 1: The Service Excellence Framework in Public Sector

- **The Social Contract:** Understanding why quality service is essential for political and social stability.
- **Defining the "Public Customer":** Segmenting citizens' needs (Urban vs. Rural, Youth vs. Elderly).
- **The 7 Ps of Public Service:** Product, Price (fees), Place, Promotion, People, Process, and Physical Evidence.

Day 2: Process Re-engineering for Efficiency

- **The "As-Is" vs. "To-Be" Process:** Mapping the citizen's journey through a government office to find bottlenecks.
- **Lean Thinking:** Removing non-value-adding steps to reduce waiting times.
- **Service Standards:** Setting specific "Turnaround Times" (TAT) for core services.

Day 3: Soft Skills and Cultural Transformation

- **Communication and Empathy:** Training frontline staff in emotional intelligence and active listening.
- **The "Internal Customer":** Understanding how departmental cooperation affects final service delivery.
- **Leading Change:** How managers can foster a culture of "Ubuntu" (humanity toward others) in the workplace.

Day 4: Digital Service Delivery & Innovation

- **GovTech for Africa:** Utilizing mobile apps and USSD codes to bring services to the "Last Mile."
- **One-Stop Service Centers:** Lessons from successful models (e.g., Huduma Centers in Kenya or Irembo in Rwanda).
- **Data-Driven Satisfaction:** Using digital surveys to measure the "Customer Satisfaction Index" (CSI) in real-time.

Day 5: Accountability & Feedback Loops

- **The Service Charter:** Developing and publishing a commitment to service standards.
- **Complaint Management:** Implementing the ISO 10002 standard for handling citizen grievances.
- **Action Planning:** Developing a "Service Improvement Plan" (SIP) for the participant's home department.

Target Participants

- **Heads of Departments and Agencies** (MDAs).
- **Service Delivery Managers** and Reform Officers.
- **Frontline Supervisors** and Public Relations Officers.
- **Local Government Administrators** and Town Clerks.
- **ICT Directors** involved in e-government initiatives.

Expected Outputs

Participants will graduate with a **"Service Excellence Toolkit"** containing:

- **A Redesigned Service Map:** A visual "Before and After" of a critical service in their department.
- **A Draft Service Delivery Charter:** A document outlining promised standards and redress mechanisms for their specific office.
- **A Citizen Feedback Tool:** A survey or digital dashboard concept to track real-time satisfaction levels.
- **A 100-Day "Quick-Win" Plan:** A strategy to implement one visible, low-cost improvement in service quality immediately

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