

LEARNING AND DEVELOPMENT PROGRAMME FOR THE PUBLIC SERVICE



i LEARNING AND DEVELOPMENT COURSE: *Customer Centric Approaches*

OVERVIEW

i Customer centric service excellence takes basic customer service up a notch and includes not only fulfilling the expectations of a customer but also exceeding those expectations. Identifying the different points of contact with customers and the importance of service provided at every contact is integral to providing customers with a differentiated experience, that sets one business apart from another. Hence, customer centric service excellence is becoming an important element in organizational branding.

Objectives

- i** Participants will be able:
- Demonstrate a customer centric service approach.
 - Understand how your own behavior affects the behavior of others.
 - Demonstrate confidence and skill as a problem solver.
 - Apply technique to deal with difficult customers.
 - Make a choice to provide excellent customer centric service.

Target Participants

i All Public Servants – Thirty (**30**) participants

Duration

i 1 day

Method of Teaching

i Face to Face

Interactive session
Group discussion
Role-playing/role modelling

Tutor

i Janice King

Course Date

i 27th February, 2024

Course Application Deadline

i 9th February, 2024

Application Form must be completed by the Applicant and approved by a Supervisor/Head of Department and submitted with the Departmental stamp to the Public Sector Reform Unit, Ministry of the Public Service, Consumer Affairs and Sport, 2nd Floor Ministerial Building, Kingstown.