



INSTITUTE OF ACCOUNTANCY ARUSHA



SHORT COURSE ANNOUNCEMENT ON:

CUSTOMER CARE AND SERVICE QUALITY MANAGEMENT

1.0 Course Overview

The service sector experiences rapid change in the needs of the customers whereby the quality of the service needs to improve so that the organization is able to serve the needs of the rapid changing market. Service quality management has an impact in the provisions of services whereas organizations must concentrate on programmes that will enable them deliver what the customers want. This therefore implies that there is a continuous measure of how customers are satisfied with the quality of service received. Topics include Customer care etiquettes, communicating with different groups of customers, Managing service quality, Handling challenging situations in service provision,

2.0 COURSE RATIONALE

This course aims at equipping participants with strategies and techniques of improving service delivery to their clients through efficient management of service encounter points and the general service provision for customer satisfaction and long lasting profits. It is also a building stone on the importance of hygiene in service delivery and the proper use of service clues.

3.0 Methodology

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

4.0 Who should attend?

Individuals responsible for service provision including Service Managers, Customer Care personnel, Front office personnels, Secretaries and office attendants, Medical officers, hotel house keepers and health attendants, Marketing officers/managers, Public relation officers and any other individual who needs to improve service skills.

5.0 Fees

The fee for the course is **TShs 950,000/** (nine hundred fifty thousand only) to cover for training material, tea and lunch. Payment may be in cash, cheques or bankers draft addressed to the Rector,

Institute of Accountancy Arusha or directly to our Bank Account **No. 014103007130 NBC**, Arusha Branch..

6.0 Dates & Venue

The course will be conducted for five (5) working days from **Monday 15th – Friday 19th January, 2018** at the **Institute of Accountancy Arusha – Njiro Hill**.

7.0 Contact Persons

For more details you may contact the following:

Course Director

Ms Eliakira Nnko Ennko@iaa.ac.tz and Ennkoy2000@yahoo.com Mob: 0754 625 669/0715 625 669

Head of Department – Consultancy & Executive Development

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Course administrator

Ms Lilian Minja, Email: lminja@iaa.ac.tz Mobile:0767 214513and0786111174

We thank you for your cooperation and support, kindly confirm your attendance one week before the commencement of the course for our preparations.

APPLY TO:

The Rector,
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