



THE UNITED REPUBLIC OF TANZANIA
INSTITUTE OF ACCOUNTANCY ARUSHA



SHORT COURSE ANNOUNCEMENT
ON
CUSTOMER SERVICE AND EMPLOYEES MANAGEMENT STRATEGIES IN
CONTEMPORARY ORGANIZATION

(27th – 31st August 2018 - IAA Arusha Campus, Arusha)

1.0 Course Background

The provision of consistent and effective customer service is essential to the reputation and growth of any business. It enables service industry to provide and raise awareness of services in their business and assist them in providing outstanding service to their customers. A reputation for excellent customer service performance will help organizations to attract and retain customers by differentiating them from their competitors.

2.0 Course Overview

Sustainable customers and employees are the building blocks of a successful organization. Managing them need high skills, attitude and commitment. This course entails to equip the tools for maximizing service, hence yield the projected profit. For any organization to prosper the existing customers should be retained so that they attract the new. Employees should also be managed by motivating them so that they feel that they are part of an organization.

3.0 Course Rationale

This course deals with equipping all managers and employees on how to provide a quality and sustainable customer service for the growth of an organization economy. The emphasis will be on understanding the impact of customers and employees management. At the end of this course participants will be in a position to:

- Understand the purpose and implication customer service in an organization
- Assess the management challenges of employees theft
- How to practice effective and efficient customer service in organizations
- Assess different techniques for motivating employees
- Raise employees integrity standards in their organization
- Explore the various customers retention strategies
- Ways of dealing with difficult customers.

4.0 Target Group

This course is meant for Directors/Managers/Bankers/Heads of Sections/Department of any area and employees, civil society representatives/Internal Control Specialists and officers and any other person who want to acquire these skills.

5.0 Methodology

The course will be conducted through lectures, discussions and case studies analysis. Participants will be offered an opportunity to refocus, refresh and rededicate.

6.0 Fees & Mode of Payment:

The fee for the course is **TZS 970,000/=** (Nine Hundred and Seventy Thousand Only) per participant to cover for tuition fee, training materials, tea/coffee and lunch. 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 **27th – 31st August, 2018 (5 days)** 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:

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