



THE UNITED REPUBLIC OF TANZANIA
INSTITUTE OF ACCOUNTANCY ARUSHA



SHORT COURSE ANNOUNCEMENT
ON
CUSTOMER CARE AND QUALITY SERVICE MANAGEMENT

(19th – 23rd November 2018 - IAA Arusha Campus, Arusha)

1.0 Course Background

The provision of consistent and effective customer care 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. Taking these into account the INSTITUTE OF ACCOUNTANCY ARUSHA will conduct training on CUSTOMER CARE AND QUALITY SERVICE MANAGEMENT from **Monday 19th to Friday 23th, November 2018**. This course aims at developing an in-depth appreciation of customer service and it provides a venue to examine customer needs. It also equips participants with techniques to effectively handle difficult customer situations, and improve communication within the service industry.

2.0 Course Contents

This Course will cover the following areas:

- (i) The Customer care: The heart of success or failure in business;
- (ii) A whole brain approach to Customer care
- (iii) Identifying and meeting customer expectations
- (iv) Communication Skills
- (v) The nature of Service Industry
- (vi) Handling difficult customers
- (vii) Stress Management
- (viii) Negotiation Skills
- (ix) Managing Service Quality
- (x) Team Building and
- (xi) Determinants of Customer Satisfaction

3.0 Course Outcomes

At the end of the course, participants will be able to:

- (i) To understand nature and characteristics of services and how the organizations take these factors into consideration in dealing with the Clients.
- (ii) Recognize how one's attitude affects service standards and Develop a positive, customer focused, attitude
- (iii) Get needs analysis techniques to address customer needs
- (iv) Learn outstanding customer service techniques to generate return business and good will
- (v) Master techniques for dealing with difficult customers, properly handle grievances and reduce customer complaints

- (vi) Appreciate the importance of team building and relating it to customer care
- (vii) Conduct negotiations confidently and Handle “moments of truth” successfully

4.0 Target Group

This course is designed to enhance the skills of the following groups of people: Marketing Managers/Officers; Customer Service Managers/Officers; Public Relations Officers; Sales Professionals; Front Desk Officers; Personal Secretaries/Assistants; and other professionals with similar functions.

5.0 Methodology

The Teaching methodology will include: lectures, case studies, group discussions and presentations.

6.0 Fees & Mode of Payment

The fee for the course is **TZS 900,000/=** (say Nine Hundred Thousand Only) per participant to cover for tuition fee, training materials, tea/coffee and lunch. Participants will have to arrange for their own travel, accommodation and upkeep while attending the course in Arusha. 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 **19th – 23rd November, 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:

Mr. Edson Ndyemalila (**Course Director**)

E-Mail: ndyemalila@iaa.ac.tz and ndyemalila@gmail.com Mob: +255 755 839 693 & 0715839693

Ms. Pamela Chogo (**Head of Department - Consultancy & Executive Development**)

E-Mail: pchogo@iaa.ac.tz and pamsekela@gmail.com Mob: +255 655 611512 & +255 759334659

Ms. Caroline Lucumay - **Administrative Secretary**

E-mail: clucumay@iaa.ac.tz and lucumayc@gmail.com Mob: +255 782 993077 & +255 754 023059

APPLY TO:

The Rector

Institute of Accountancy Arusha

P.O. Box 2798, Njiro Hill, **ARUSHA**

E-Mail: iaa@iaa.ac.tz

Tel: + 255- 27 – 2549605/2549606/2549264/2549265

Fax: + 255 – 27 2549421