BLACKBIRD FOR TRAINING

Client Service for Government Employees

19 – 23 July 2027
Kuala Lumpur (Malaysia)



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Ref: 3158_137660 **Date:** 19 – 23 July 2027 **Location:** Kuala Lumpur (Malaysia) **Fees:** 4900 GBP

Introduction

The commercial, for-profit world widely recognizes the importance of providing excellent customer service, but it is equally critical in the public sector. Citizens today expect the same levels of responsiveness and service they receive from private businesses, such as 24/7 availability, from government agencies as well.

The Customer Service for the Public Sector training course is specifically designed to equip participants with essential communication skills, negotiation strategies, and best practices in public sector customer service. This training will enable public sector employees to significantly enhance service quality, reduce costs, and improve employee satisfaction. Upon completing this course, participants will be able to measure customer satisfaction and apply design elements to structure their organizations in a customer-centric manner, ensuring they can adapt as customer service needs evolve.

Course Objectives

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

- Develop a proactive customer service strategy with clear policies and procedures.
- Effectively manage four types of customer personalities to improve communication.
- Handle upset or difficult customers both over the phone and in person.
- Maintain emotional control in stressful situations.
- Improve listening and questioning skills to better understand customer needs.
- Set SMART goals to continually enhance customer service satisfaction.
- Apply best practices in public sector customer service to improve outcomes.

Course Outlines

Day 1: Improving Customer Service Communication and Interpersonal Skills

- Understanding the 7 Customer Service Expectations and 4 Customer Temperament Styles.
- Recognizing and responding to customers' non-verbal communication.
- Enhancing customer service with active listening and questioning skills.
- Techniques for giving and receiving customer feedback to continuously improve service.



Day 2: Building a Public-Sector Customer-Centric Organization

- Creating a top-down customer service culture within the organization.
- The distinction between internal and external customers and how to address both.
- Identifying the best and worst public-sector customer service providers.
- Empowering customer service employees to improve customer interactions.

Day 3: Harnessing the Power of Social Media to Improve Customer Service

- Benefits of using social media to engage with customers and enhance service.
- Public sector customer service best practices on social media platforms.
- Using social media monitoring tools for tracking customer interactions.
- Leveraging platforms such as blogs, Twitter, Facebook, and YouTube for effective communication.
- Protecting your organization's social and media reputation.

Day 4: Measuring and Monitoring Public Sector Customer Service Satisfaction

- Setting standards for measuring and monitoring customer service satisfaction in the public sector.
- Best practices for documenting and addressing customer service issues.
- The role of supervisors in conflict resolution and customer satisfaction.
- Strategies for managing interactions with difficult or demanding individuals.

Day 5: Achieving Public Sector Customer Service Excellence

- We will bring everything together through action planning to improve customer service.
- Setting SMART goals to achieve continuous improvements in service delivery.
- Stress management tips for maintaining a healthy work-life balance.
- Time management principles to improve daily productivity and customer service.

Why Attend This Course: Wins & Losses!

Attending a client service skills course will provide you with the skills and strategies needed to transform public sector customer service. Here’s why you should join:

- Achieve Service Excellence: Learn how to create a customer service strategy that aligns with public sector needs and ensures top-tier service delivery.
- Develop Client Service Skills: Understand the importance of effective client communication and how to apply it in public sector settings.
- Navigate Difficult Situations: Master techniques to handle difficult customers and manage stressful interactions calmly and professionally.
- Utilize Social Media: Gain insights into how to use social media for customer engagement and protect your organization’s reputation online.
- Measure and Improve Satisfaction: Learn how to measure customer satisfaction and make data-driven decisions to improve service continuously.
- Empower Public Sector Employees: Understand how to foster a culture of service excellence and empower employees to deliver better service to the public.



If you don’t attend, you risk missing out on improving the public service experience for citizens, which can impact your organization’s reputation and effectiveness.

Conclusion

The Customer Service for the Public Sector course is an essential training program for any government employee seeking to improve service quality and customer satisfaction. By learning customer service strategies, mastering client service skills, and adopting best practices in customer service, participants will be able to make a significant impact on their organization’s ability to serve citizens effectively. This course provides practical tools and strategies to deal with the complexities of customer service in the public sector, ensuring that government agencies can meet the ever-increasing expectations of the public.

