

## Client Service for Government Employees

*Kuala Lumpur (Malaysia)*

*27 - 31 October 2025*

UK Training

# PARTNER



## Client Service for Government Employees

Code: NC28 From: 27 - 31 October 2025 City: Kuala Lumpur (Malaysia) Fees: 4900 Pound

### Introduction

The importance of providing excellent customer service is widely recognized in the commercial, for-profit world, 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

- Bringing everything together with 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

**PARTNER**



impact on their organization's ability to serve citizens effectively. This course provides practical tools and strategies to navigate the challenges of customer service in the public sector, ensuring that government agencies can meet the ever-increasing expectations of the public.





# Blackbird Training Cities

## Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



# Blackbird Training Cities

## USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

## ASIA



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)  
Korea



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul (South)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut





## Blackbird Training Cities

### AFRICA



Kigali (Rwanda)



Cape Town ( South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## Blackbird Training Clients



MANNAI Trading  
Company WLL,  
Qatar



Alumina Corporation  
Guinea



Booking.com  
Netherlands



Oxfam GB International  
Organization,  
Yemen



Capital Markets  
Authority,  
Kuwait



Waltersmith Petroman Oil Limited  
Nigeria



Qatar National Bank  
(QNB),  
Qatar



Qatar Foundation,  
Qatar



AFRICAN UNION ADVISORY  
BOARD ON CORRUPTION,  
Tanzania



KFAS  
Kuwait



Reserve Bank of  
Malawi,  
Malawi



Central Bank of Nigeria  
Nigeria



Ministry of Interior  
Kingdom of Saudi Arabia  
KSA



Mabruk Oil Company  
Libya



Saudi Electricity  
Company,  
KSA



BADAN PENGELOLA  
KEUANGAN Haji,  
Indonesia



NATO  
Italy



ENI CORPORATE  
UNIVERSITY,  
Italy



Gulf Bank  
Kuwait



المؤسسة العامة للتأمينات الاجتماعية  
General Organization for  
Social Insurance  
KSA



Defence Space Administration  
Nigeria



National Industries  
Group (Holding),  
Kuwait



Hamad Medical  
Corporation,  
Qatar



USAID  
Pakistan



STC Solutions,  
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS  
UN.



هيئة تنظيم الكهرباء - عمان  
Authority for  
Electricity Regulation, Oman

UK Training  
**PARTNER**





## Blackbird Training Categories

### Management & Admin

Entertainment & Leisure  
Professional Skills  
Finance, Accounting, Budgeting  
Media & Public Relations  
Project Management  
Human Resources  
Audit & Quality Assurance  
Marketing, Sales, Customer Service  
Secretary & Admin  
Supply Chain & Logistics  
Management & Leadership  
Agile and Elevation

### Technical Courses

Artificial Intelligence (AI)  
Hospital Management  
Public Sector  
Special Workshops  
Oil & Gas Engineering  
Telecom Engineering  
IT & IT Engineering  
Health & Safety  
Law and Contract Management  
Customs & Safety  
Aviation  
C-Suite Training



 International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom

 +44 7401 1773 35  
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

