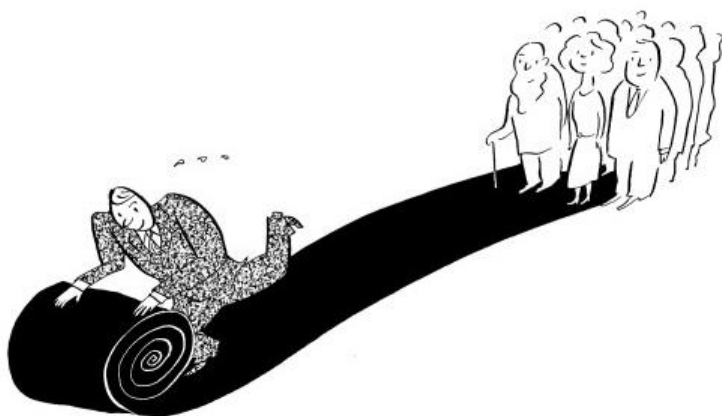


# Putting People First

Improving and prioritising  
customer care



One-week professional development workshop  
6 to 10 July 2020



ACCREDITED  
BRITISH ACCREDITATION COUNCIL  
ACCREDITED SHORT COURSE PROVIDER

PAi is accredited by the  
British Accreditation Council  
for Independent Further and Higher Education

### About the workshop

Establishing a robust and responsive system of customer care has become widely recognised as a key goal for all organisations concerned with the management and delivery of public services. Increasingly, citizens cannot be treated as passive and grateful recipients of services such as education, housing and public health – they are entitled to be regarded as customers, to be treated with due care, courtesy and respect and with regard paid to their concerns and complaints. Citizens increasingly expect public services to be more transparent, accessible and accountable, and more responsive to their needs.

In the UK there have been major changes in the way public services operate. Initiatives such as Customer Service Excellence and new benchmarking techniques have all been aimed at improving the quality of service delivery to the public. As in many countries, health services, local government and education have all undergone major reform with an emphasis on treating citizens as customers with legitimate expectations of good quality services, delivered courteously and with an understanding of their needs.

In recent years the UK Government has encouraged the development – centrally and locally – of – closer collaboration and co-ordination between different providers of public services, including the private sector, and better-integrated, more accessible services for citizens. This has included ‘smart’ initiatives to make better use of information and communication technology and making services more user-friendly and accessible by creating ‘one-stop shops’. In the UK, as is the case in all countries, financial constraints have always been a key factor: there have been continuing and vigorous political debates about how to cut the cost of public services while protecting the most vulnerable members of society.

This one-week professional development workshop explores the key elements needed to develop a culture of customer focus; to lead and manage changes in the provision of public services; and to make effective use of smart technology in public service management and delivery. By drawing on UK and international experience and examining some of the techniques available, you will increase your knowledge and understanding of how your organisation can achieve sustainable institutional and cultural change to the benefit of the public, along with a more cost-effective use of resources.

### Who is the workshop for?

The workshop is designed for senior managers responsible for delivering public services, in particular those in direct contact with the public. It will be very relevant if you work in central or local government, health or welfare services, education, the administration of justice or complaints adjudication. You will have a special interest in improving organisational performance and service delivery.

### How participants will benefit

The workshop will:

- Familiarise you with the process of culture change that may be needed to treat citizens as valued customers
- Introduce you to a range of tools and techniques for gathering data on customer concerns and requirements
- Look at mechanisms for handling and learning from customer complaints and feedback
- Consider lessons that can be learned by the public sector from the private/non-government sectors, and vice versa
- Explain ways of developing service standards and the use of benchmarking
- Review the development and coordination of digital services and the advantages and disadvantages of using smart technology and social media in managing excellent service delivery
- Introduce you to key customer service practitioners during site visits. Previous workshops have included visits to the Ministry of Housing, Communities and Local Government; the Land Registry; Her Majesty’s Passport Office; and the London Borough of Croydon.

*“A big thank you to all PAI staff and partners for two weeks of an intense and pleasurable learning experience. It was done effectively and in a well-paced manner. Merci.”*

Derick Ally  
General Manager, Corporate Services  
Seychelles Pension Fund

*“The workshop exceeded my expectations in terms of the breadth of topics, depth of discussions and presentations and the field visits. The workshop has created a framework of learning from which I could now consolidate my thoughts on public service delivery and develop and implement an action plan.”*

Debra Lewis  
Head, Office of the Deputy Governor  
Government of Montserrat

### What the workshop will cover

Drawing upon UK and international experience the workshop explores the key elements needed to develop a strong organisational culture of customer care, underpinned by appropriate structures for customer-focused service delivery. It examines mechanisms for processing customer feedback and complaints, making appropriate use of smart technology and social media.

A key element for sharing knowledge and best practice will be sessions where you will be invited to give informal presentations from your own experience of managing public service delivery. You will also be invited to develop action plans for use on your return home.

### Programme outline

	AM	PM
Day 1	Welcome and introductions <ul style="list-style-type: none"><li>Overview of public services in the UK: introduction to central and local government</li></ul>	Who are your customers and what do they need?  International comparisons <ul style="list-style-type: none"><li>Participants' informal presentations</li><li>Introduction to action planning</li></ul>
Day 2	Tools and techniques to help you to understand your customers	How to set and benchmark service standards
Day 3	"Smart" services: making the most of digital services and social media	Staff training and development for better customer care
Day 4	<i>Visit to a local authority for discussion of issues relating to service quality and customer care</i>	<i>Visit to a government agency providing services to the public</i>
Day 5	Handling and responding to customers' complaints and feedback  Strategic overview: the future of public service delivery	Participants' presentations of action plans  Review, feedback and scope for follow-up

We reserve the right to change the programme as necessary.

### Workshop Director

The Workshop Director is Professor Gavin Drewry. Gavin Drewry is Emeritus Professor of Public Administration at Royal Holloway, University of London, and Honorary Professor in the Faculty of Laws at University College London. He is a specialist in public administration and public law and has published 17 books and more than 130 academic papers in those fields. He is a Fellow of the Academy of Social Sciences and, in 2017 he was awarded a Higher Doctorate by the University of Southampton for his outstanding record of academic scholarship, spanning more than forty years. He is a former Chair of the Study of Parliament Group and serves on the editorial boards of several top international journals. Professor Drewry is a longstanding member of PAI's Advisory Panel and is a very experienced Workshop Director and presenter.

### How to apply

Please complete the PAI application form online via our website: <https://public-admin.co.uk/booking-form/>

You can also complete our hard copy application form. Please contact us at [pai@public-admin.co.uk](mailto:pai@public-admin.co.uk) to obtain a copy. Once completed return to Amanda Anderson, Programme Manager, at the same email address.

If you would like to discuss this workshop, any of our other international workshops or our consultancy services, please contact Claire Cameron, Director.

We also have extensive experience of designing tailor-made training (from one day to two or three weeks) which can be run in your own country or in the UK to meet the specific needs of groups or individuals at all levels within your organisation. Please contact us if you would like further information.

### Language

The workshop is conducted in English. You will need to have a good working knowledge of the language.

### Location and arrival arrangements

The workshop is based in central London. Visits to appropriate government departments, local authorities and other organisations will be included. We can arrange travel to and from one of the London airports into central London if you let us have your flight arrival details in good time. The cost of airport transfers is included in the workshop fee.

### Fees

The fee for this one-week workshop is £2,280 and includes tuition, travel to and from the airport in London, travel on scheduled visits which form part of the programme<sup>1</sup>, presentation material and other documentation. It also includes an Android tablet for you to use during the workshop and take home with you for future reference and follow up. We also provide a light lunch and refreshments during each working day as part of the fee.

### Other costs

Airfares and daily travel to and from the workshop venue are not included. Our workshops are non-residential and you are responsible for your accommodation costs. We can help you with booking hotel accommodation so please let us know if you would like us to advise you or make a reservation. We suggest that you should allow approximately £160 per day for a modest standard of hotel (for example, three-star), local travel in the UK, meals (apart from a light lunch on working days) and other incidental expenses.

### Value Added Tax

We do not have to charge UK Value Added Tax (VAT) if you can provide written confirmation from your government or its accredited representative that you are “employed by the government in furtherance of its sovereign activities”. In all other cases, we will have to charge VAT (currently 20%) in addition to the fee.

### Ways to pay

You, or your government agency, can pay by bank transfer or by cheque, made payable to Public Administration International. We also accept payment by credit or debit card but there is a surcharge for this way of paying. Please contact us if you would like to pay by credit or debit card.

### Discounts

We offer a 10% reduction on the full tuition fee if we receive payment no later than 28 days before the first day of the workshop. If we receive payment after that, we will charge the full tuition fee.

### Cancellation

If you have to cancel your booking, you must let us know in writing and we will acknowledge in writing your cancellation. For cancellations received up to 29 days before the start of the workshop we will refund the tuition fee, minus a charge of £200 to cover our administration costs. For cancellations received within 28 days of the start of the workshop, we will charge the full tuition fee. If you have paid the tuition fee and have subsequently been refused a visa to enter the UK, we will refund the tuition fee, minus a charge of £200 to cover our administration costs, providing you send us the original letter from the British High Commission/ Embassy confirming refusal of a visa and providing you have not entered the UK.

### Substitutions and transfers

If you have booked a place on a workshop and are not able to attend, we will accept an appropriate substitute at any time without penalty, but our normal terms and conditions will apply. Also, it is possible to transfer to a future workshop, but only one transfer is permitted. Please get in touch with us and we will advise you about transfers.

*Please see our website for our full terms and conditions. If you would prefer a hard copy of our full terms and conditions, please let us know.*

<http://www.public-admin.co.uk/terms-and-conditions-for-booking/>

### Insurance

We advise you to arrange travel and health insurance cover before you leave your home country.

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<sup>1</sup>Travel to and from the airport in London, travel on scheduled visits during the workshop and return travel are provided at cost.

## Who we are

PAI specialises in management consultancy, training and development services for organisations in, and associated with, the public sector worldwide. We provide advice and support for governments going through political, economic, structural and legislative change. Our extensive network of associates includes practitioners, academics and independent consultants. Our key objectives are promoting good governance and good practice in delivering public services. This workshop is one of a number of specialist UK-based professional development workshops designed to meet the needs of public services worldwide.

We pride ourselves on our:

- High quality, practical advice and support for our clients
- Professionalism and integrity
- Ability to offer excellent value for money
- Sound experience and track record internationally
- Networks and partnerships across the world
- Flexible, collaborative approach
- Friendliness and focus on putting people first.

## Where we are



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