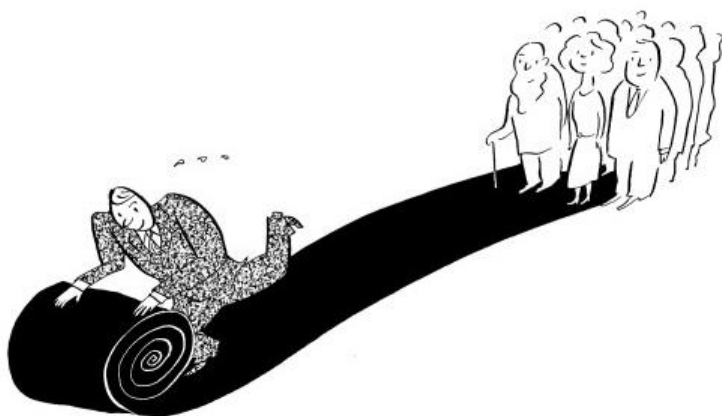


Putting People First

Practical ways of improving customer service



One-week professional development workshop
13 to 17 October 2025 in Dubai



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

This workshop is an opportunity for participants to enhance their current knowledge and skills of customer service issues and to introduce them to new models and techniques, designed to greatly enhance customer delivery within their organisations. Providing excellent customer service is not just about delivering exceptional customer care – it is about delivering it consistently and thus building trust with customers.

In the current climate when businesses are going through a tough period with shrinking budgets and there are competing demands on resources, successful organisations are those that focus on their customers and proactively target new customers to ensure that their organisation thrives.

Who is the workshop for?

This workshop will give you a comprehensive overview of customer service from a strategic, tactical and operational viewpoint. Staff at all levels who interact with customers face-to-face, on the phone, through social media and through more formal written communication will benefit from attending.

How participants will benefit

The workshop will:

- Give you a sound understanding of how to define your customers' needs, improve customer service and handle complaints effectively
- Help you to enhance your organisation's reputation for being customer-focussed
- Provide you with practical advice about how to engage your staff and colleagues and motivate them to meet customers' needs
- Adopt a participative approach so that you can engage with our Workshop Director and with each other to gain maximum benefit
- Include group exercises to fix key techniques and theoretical concepts firmly in real-life circumstances
- Assist you in developing a personal action plan for implementation once back to work.

What the workshop will cover

- The strategic importance of customers and the external environment in which your organisation operates
- How your organisation understands your customers and ensures their satisfaction
- How to use a range of tools and techniques to gather data on customer requirements and satisfaction
- How to improve customer-facing processes
- How to develop meaningful service standards and charters
- How benchmarking can help improve service delivery standards
- How to manage customer complaints effectively and benefit from them
- How to embed customer care within the organisation.

Programme outline:

	AM	PM
Day 1	Welcome and introductions Who is my customer? The relevance of the European Foundation for Quality Management (EFQM) model and the Balanced Scorecard for customer service delivery	How to apply PESTLE, SWOT and Force Field Analysis analytical tools to organisational issues Participants' presentations relating the theory to their individual circumstances
Day 2	Understanding customer requirements and satisfaction Data collection aims and approaches Improvement steps	GAP analysis A:B analysis Focus groups Interviews and questionnaires
Day 3	Process improvement Flowcharting to understand processes Process analysis and redesign	What are customer service standards? Service standards compared How to set service standards
Day 4	Handling customers' complaints Sources of complaints Attitudes to complaints How best to resolve complaints, how to learn the lessons and improve systems and practices	What is customer care?
Day 5	Leading best practices in front-line delivery The essentials of front-line delivery mechanisms	Kaizen and rapport building Evaluation of the workshop Presentation of certificates of attendance

We reserve the right to change the programme as necessary.

Workshop Director

The Workshop Director will be Clement De Souza.

Clement worked in the UK Civil Service at a senior level for 42 years before deciding to work with individual clients on a consultancy basis. A politics and government graduate with an MBA, Clement holds Fellowship membership of the Chartered Management Institute and the Institute of Consulting. He lectures with the UK Open University on management and leadership issues and is regarded as an inspirational educator on management and leadership topics.

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 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 Dubai. We will confirm the exact location after you have booked a place on the workshop.

Fees

The fee for the workshop will be £2,550 and is payable at least 21 days before the first day of the workshop. We provide 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.

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. 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.

Cancellations

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 or fewer 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 Dubai, 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 United Arab Emirates Embassy confirming refusal of a visa and providing you have not entered the UAE.

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.

[\(http://www.public-admin.co.uk/terms-and-conditions-for-booking/\)](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.

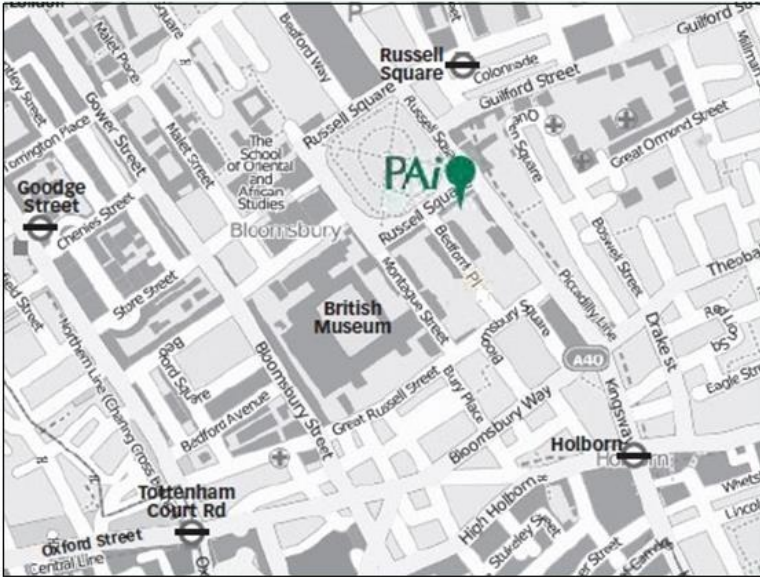
Who we are

PAI (Public Administration International) 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



Public Administration International

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