Public Sector Management · PM162

Public Sector Customer Service

Dubai · 22 - 26 Nov 2026

Date	Venue	Duration
22 - 26 Nov 2026	**Dubai**	**1 Week**
Fee	Ref	Language
£3,650 GBP	**PM162**	**English**

Introduction

The benefits of a customer-centric approach are not limited to private corporations. Government agencies at all levels can benefit from prioritising citizens' needs and desires.

Consumer expectations are rising as technological advancements in smartphones and apps expand consumer convenience.

Simultaneously, tighter government budgets have made it more difficult for the public sector to provide comparable high-quality services. As consumer expectations rise, it's no surprise that dealing with government agencies frustrates and disappoints many.

This Customer Service for the Public Sector training course is designed to provide participants with the communication skills, negotiation strategies, and best practices for public-sector customer service they need to significantly improve customer service while lowering costs and increasing employee satisfaction. Delegates will be able to measure customer satisfaction and apply the design elements required to structure their organisation in a customer-centric manner in order to respond effectively as customer service needs and conditions change.

This training course will highlight:

- Estimate public sector customer service most suitable approaches
- Enhance communication effectiveness by creating nonverbal, listening, and questioning skills
- How to monitor and measure satisfaction customer service in public sector?
- Improve persuasion, negotiation, and conflict resolution skills
- Utilise Social Media to increase engagement for public sector customer service

Course Objectives of Public Sector Customer Service

At the end of this training course, you will learn to:

- To develop policies and procedures for proactive customer service.
- Handle working with the types of customer personalities Successfully
- Interact with upset or challenging customers over the phone and in-person

- Emotion management in stressful situations
- Improve listening and questioning techniques to better understand your customer’s real needs
- Set SMART goals to continuously improve customer service satisfaction

Course Methodology of Public Sector Customer Service

This Customer Service for the Public Sector training course encourages delegate participation through a combination of lectures, group discussion, practical exercises, case studies, video clips, and breakout sessions designed to reinforce new skills. The comprehensive course manual was developed to be practical, easy to use, and facilitate learning.

Organisational Impact of Public Sector Customer Service

Here are just some of the many valuable benefits to your organisation:

- Establish a proactive customer-centric public-sector service vision
- Improved professional image with the public
- Increased customer satisfaction and reduced complaints
- More effective organisational communication and teamwork
- Higher employee job satisfaction and lower turnover
- Better service recovery and customer conflict resolution skills

Personal Impact of Public Sector Customer Service

After attending this training course, you will acquire:

- An appreciation for the importance of public sector customer service excellence
- Best practices and policies of public sector customer service providers
- Professional communication skills to further your career advancement
- Negotiation skills to confidently work with difficult or upset customers
- Effective goal setting and time management skills to increase productivity
- Proven techniques to reduce stress and maintain a balanced lifestyle

Target Audience of Public Sector Customer Service

Specifically designed for public services and government agencies, this Customer Service for the Public Sector training course uses real-world examples to train public employees how to increase customer satisfaction.

This training course is suitable to a wide range of professionals but will greatly benefit:

- Service Personnel at all levels of federal, state and local government agencies
- Public Sector Employees
- Department Managers and Customer Service Supervisors
- Nonprofit Organisation Employees
- Public Transportation and utilities employees

Course Outlines of Public Sector Customer Service

DAY 1

Improving Customer Service Communication and Interpersonal Skills Development

- The 7 Customer Service Expectations
- Understanding Your Customer’s Nonverbal Communication
- Working with the 4 Customer Temperament Styles
- Active Listening and Questioning Skills to Enhance Customer Service
- Techniques For Giving and Receiving Customer Feedback

DAY 2

Building a Public-Sector Customer-Centric Organisation

- Developing a Top-down Customer Service Culture
- Internal vs. External Customers
- Common Traits of All Successful Leaders
- Best and Worst Public-sector Customer Service Providers
- Going the Extra Mile to exceed Customer Expectations
- Empowering Customer Service Employees

DAY 3

Harnessing the Power of Social Media to Improve Customer Service

- The Benefits of Using Social Media to Enhance Customer Engagement
- Keeping up with Rapidly Changing Technology
- Social Media Public Sector Customer Service Best Practices
- Social Media Monitoring Tools
- Leveraging Social Media: Blogs, Twitter, Facebook and YouTube
- Protecting Your Organisation’s Social, Media Reputation

DAY 4

Measuring and Monitoring Public Sector Customer Service Satisfaction

- The Benefits of Measuring Customer Service Satisfaction
- Establishing Quality Customer Service Satisfaction Measuring and Monitoring Standards
- Best Practices For Recording and Monitoring Customer Service Issues
- The Role of the Supervisor in Conflict Resolution
- Managing Emotions during Stressful Situations
- Strategies For Working with Difficult or Demanding People

DAY 5

Achieving Public Sector Customer Service Excellence

- What is your Action Plan?
- Your Attitude makes a Difference
- Setting SMART Goals For Continuous Improvement
- Stress Management Tips for Maintaining a Balanced Lifestyle
- Time Management Principles to Improve Daily Productivity

Register or ask about this course online

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training@hplustraining.com · +44 74 0108 8599 · +90 539 827 59 14