



# CUSTOMER SERVICE EXCELLENCE (CSE) TRAINING

**The Customer Service Excellence (CSE) training is aimed at transforming the mindset of all Public Servants.**

## 01 CSE Program for Executives

### Recommended Participants

The Program targets executives in the Public and Private Sector. The Program is recommended for Principal Secretaries, Heads of Organizations, Industry Leaders and Directors in Ministries, Departments, Agencies and Counties (MDACs).

### Entry Requirements

This Program targets officers serving in executive positions that require top leadership skills.

### Duration

This Program is designed to run for three (3) training days with a total of 18 contact hours.

### Program Aim

The aim of this Program is to improve the competencies of executives in creating customer-centric organizations by embedding and sustaining the practice of CSE as an organizational culture.

### Program Objectives

By the end of this Program, participants should be able to:

- Discuss a framework for customer outcome testing
- Assess the value of customer service excellence culture
- Project the future of Customer Service Excellence.

## 02 CSE Program for Senior Managers

### Recommended Participants

This Program is intended for senior managers in the Public Service, Private and Non Governmental Organizations (NGO).

### Entry Requirements

The entry requirements include: work experience and job level as may be appropriate.

Participants should also be working as senior managers in a formal set-up.

### Program Duration

This Program is designed to take five (5) training days with a total of 30 contact hours.

### Program Aim

The aim of this Program is to prepare participants to embrace customer service excellence for organisational success.

### Program Objectives

By the end of this Program, participants should be able to:

- Explain the Kenya national transformation agenda
- Discuss customer focused strategies
- Plan how to redesign customer service processes that comply with the CSE standard
- Review the role of communication in driving CSE
- Develop employee wellness plans.



## 03 CSE for Program for Frontline Officers

### Recommended Participants

The Program targets all officers working at the frontline desks or counters in Huduma Centres and any other customer facing departments, sections and organisations. They include: customer care officers from Government Ministries, Departments, Agencies and Counties (MDACs); Non-Governmental Organisations (NGOs) and the private sector.

### Entry Requirements

This Program targets officers serving in positions that require skills in customer service excellence.

### Program Duration

This Program is designed to run for one (1) week, or five (5) training days with a total of 30 contact hours.

### Program Aim

This Program aims to equip participants with knowledge and skills in quality customer service delivery at the frontline desks in organisations.

### Program Objectives

By the end of this Program, participants should be able to:

- Determine essentials of customer focused service delivery
- Describe the Customer Service Excellence regulatory framework
- Characterise behaviour of a frontline officer
- Discuss customer needs and expectations
- Analyse ways of improving the customer service environment
- Review the relationship between service culture and service quality
- Appraise customer appreciation strategies.

## 04 CSE Program for Quality Standard Assessors

### Recommended Participants

This training is intended for officers who wish to be trained as CSE Quality Standard Assessors/Auditors in the Public Service, the Private Sector and Non-Governmental Organisations (NGOs).

### Entry Requirements

This includes minimum academic qualifications, and job levels as may be appropriate.

### Program Duration

This Program is designed to take 10 training days with a total of 60 contact hours.

### Program Aim

The aim of this Program is to improve the competencies of participants to assess or audit compliance with CSE Quality Standard for organisations that seek certification.

### Program Objectives

By the end of this Program, participants should be able to:

- d. Design CSE accreditation and standardisation assessment tools
- e. Discuss the framework for assessing customer service processes
- f. Assess the value of re-engineered customer service processes
- g. Measure the level of compliance with CSE Quality Standard in organisations.

## 05 CSE Program for Technical Officers

### Recommended Participants

The training is intended for officers in technical cadres in the Public, private and Non-Governmental Organisations (NGO) sectors who are responsible for delivery of services to customers. This presupposes some variations in objectives, learning outcomes, content and methodology depending on the level of participants.

### Entry Requirements

Entry requirements for admission into the Program include: minimum academic qualifications, work experience and job level as may be appropriate. The intended participants should also be working as technical officers in an organization.

### Program Duration

This Program is designed to take 20 training days with a total of 120 contact hours.

### Program Aim

The aim of this Program is to equip participants with knowledge, skills, attitudes and ability to ensure compliance with customer service excellence standards.

### Program Objectives

By the end of this Program, participants should be able to:

- a. Develop strategies for meeting and exceeding customer expectations
- b. Evaluate the framework for enforcing customer service standards
- c. Assess the value of re-engineered customer service processes
- d. Measure the extent to which customer service standards are adhered to.



## DURATION AND FEES

| No. | Program                                                            | Duration | Course Fees |                 |                                                           |
|-----|--------------------------------------------------------------------|----------|-------------|-----------------|-----------------------------------------------------------|
|     |                                                                    |          | Residential | Non-Residential |                                                           |
|     |                                                                    |          |             | On Campus       | Off-Campus                                                |
| 1.  | Customer Service Excellence Program for Executives                 | 3 days   | 167,207     | 119,434         | Additional Offsite Costs will apply to the On-Campus fees |
| 2.  | Customer Service Excellence Program for Senior Managers            | 5 Days   | 240,858     | 169,198         | Additional Offsite Costs will apply to the On-Campus fees |
| 3.  | Customer Service Excellence Program for Frontline Officers         | 5 Days   | 220,952     | 149,292         | Additional Offsite Costs will apply to the On-Campus fees |
| 4.  | Customer Service Excellence Program for Quality Standard Assessors | 10 Days  | 220,952     | 149,292         | Additional Offsite Costs will apply to the On-Campus fees |
| 5.  | Customer Service Excellence Program for Technical Officers         | 4 Weeks  | 441,904     | 298,584         | Costs will apply to the On-Campus fees                    |

Headquarters  
Kenya School of Government  
P.O BOX 23030-00604 Lower Kabete, KENYA.



 Tel: +254-020-2043344 / 2375340 / 2043339

 [www.ksg.ac.ke](http://www.ksg.ac.ke)

 [info@ksg.ac.ke](mailto:info@ksg.ac.ke)