



GOVERNMENT AND PUBLIC SECTOR | GPS-015

Public Service Excellence and Customer Satisfaction

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Course content

Why Attend

Citizens compare public services with the best private sector experiences. Public service excellence programmes improve satisfaction, trust and efficiency.

This Aractech course covers customer service principles in government, service charters and standards, front-line excellence, complaint handling, measuring satisfaction, mystery shopping, excellence models and award programmes. Participants develop a service excellence plan.

Course Methodology

- Practical presentations
- Service charter workshop
- Role plays
- Case studies
- Planning

Course Objectives

- Apply customer service principles in public services
- Develop service charters and standards
- Lead front-line service excellence
- Handle complaints and feedback effectively
- Measure citizen satisfaction
- Implement service excellence programmes

Target Audience

- Public service managers
- Customer service centre managers

Course content

- Front-line supervisors
- Quality and excellence officers

Course outline

Detailed course outline

Day-by-day outline for Public Service Excellence and Customer Satisfaction.

Day 1 - Public Service Excellence

- 09:00-09:39 | Citizen expectations
- 09:39-10:18 | Excellence principles
- 10:18-10:57 | Service culture
- 10:57-11:00 | Trust in government
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Trust in government (continued)
- 12:05-12:43 | Benchmarks
- 12:43-14:00 | Exercise: Service gap review

Day 2 - Charters and Standards

- 09:00-09:39 | Service charters
- 09:39-10:18 | Standards
- 10:18-10:57 | Channels
- 10:57-11:00 | Accessibility
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Accessibility (continued)
- 12:05-12:43 | Communication
- 12:43-14:00 | Workshop: Service charter

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Day 3 - Front-Line Excellence

- 09:00-09:34 | Front-line skills
- 09:34-10:08 | Empowerment
- 10:08-10:42 | Difficult customers
- 10:42-11:00 | Recognition
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Recognition (continued)
- 11:46-12:53 | Role play: Citizen interaction
- 12:53-14:00 | Exercise: Coaching plan

Day 4 - Feedback and Measurement

- 09:00-09:34 | Complaints
- 09:34-10:08 | Satisfaction surveys
- 10:08-10:42 | Mystery shopping
- 10:42-11:00 | Dashboards
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Dashboards (continued)
- 11:46-12:53 | Case study: Service turnaround
- 12:53-14:00 | Exercise: Survey design

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Day 5 - Excellence Programmes

- 09:00-09:45 | Excellence models
- 09:45-10:30 | Awards
- 10:30-11:00 | Continuous improvement
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Continuous improvement (continued)
- 11:45-12:30 | Leadership
- 12:30-13:15 | Sustaining
- 13:15-14:00 | Capstone: Service excellence plan

Seminar dates

Available seminar dates

Live dates and pricing for Public Service Excellence and Customer Satisfaction generated from the course details page.

Date	Location	Format	Fee
16 - 20 November 2026	Vienna	Classroom	€3,225
7 - 11 December 2026	Barcelona	Classroom	€2,815
11 - 15 January 2027	Kuala lumpur	Classroom	€1,925
8 - 12 February 2027	Munich	Classroom	€3,225
8 - 12 March 2027	Amsterdam	Classroom	€2,830
12 - 16 April 2027	Cape Town	Classroom	€1,625
10 - 14 May 2027	Istanbul	Classroom	€1,978
14 - 18 June 2027	Vienna	Classroom	€3,225
12 - 16 July 2027	Barcelona	Classroom	€2,815
9 - 13 August 2027	Kuala lumpur	Classroom	€1,925

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Date	Location	Format	Fee
13 - 17 September 2027	Munich	Classroom	€3,225
11 - 15 October 2027	Amsterdam	Classroom	€2,830
8 - 12 November 2027	Geneva	Classroom	€4,315
13 - 17 December 2027	Istanbul	Classroom	€1,978
16 - 20 November 2026	Online / Live	Online / Live	€1,815
7 - 11 December 2026	Online / Live	Online / Live	€1,815
11 - 15 January 2027	Online / Live	Online / Live	€1,815
8 - 12 February 2027	Online / Live	Online / Live	€1,815
8 - 12 March 2027	Online / Live	Online / Live	€1,815
12 - 16 April 2027	Online / Live	Online / Live	€1,815

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10 - 14 May 2027	Online / Live	Online / Live	€1,815
14 - 18 June 2027	Online / Live	Online / Live	€1,815
12 - 16 July 2027	Online / Live	Online / Live	€1,815
9 - 13 August 2027	Online / Live	Online / Live	€1,815
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