



Chartered Institute of Administration

(A Professional and Examining Body Chartered by Federal Government Act No. 103 of 1992)

Plot 1666, House 15B, i1 Close, 7th Avenue, Festac Town, P.M.B. 3063, Surulere, Lagos
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President/Chairman of Council
Chief (Dr.) Matthias Ofili Ugwuodoha, FCIA

Registrar/Chief Executive
Chief (Dr.) J. A. Okoronkwo, FCIA

Ref: CA/06/B/401

June 18, 2010

Dear Sir/Madam,

INVITATION AS PARTICIPANT AT A 2-DAY WORKSHOP

PROMOTING ORGANISATIONAL SUCCESS THROUGH EFFECTIVE CUSTOMER SERVICE MANAGEMENT STRATEGY

Effective customer care is the responsibility of all employees and the primary purpose of any business is to satisfy the customer. Without the customer/client, there is no business.

In highly competitive marketing environment, organizations which pursue customer satisfaction as a core value must essentially understand and apply appropriate strategies for effective customer service management.

This workshop is designed to deepen participants' knowledge and sharpen their skills to effectively develop and manage customer service for competitive advantage in their organisations.

OBJECTIVES

At the end of the workshop, participants will be able to:

- manage people for service advantage;
- respond promptly to customers' enquiries/complaints;
- learn from customers feedback and initiate appropriate changes;
- understand and apply techniques to build customer loyalty; and
- communicate corporate values and understand how those values impact the customer service management system.

CONTENT

- Enhancing competitive advantage through effective customer service delivery and alignment of corporate values.
- Effective communication for improved customer relations
- Mastering the fundamentals of marketing concept as a tool for achieving effective customer service delivery
- Strategies and techniques for managing awkward customers
- Experience sharing and interactive session.

TARGET AUDIENCE

The workshop is designed specifically for Customer Relations Officers, Corporate Affairs/Protocol Officers, Marketing and Sales Personnel, Secretaries and Personal Assistants to top executives, SERVICOM Units in Ministries, Agencies, Parastatals, and all those involved in the art of building and sustaining customer loyalty in both public and private sectors of the economy.

METHODOLOGY

Lectures, discussions, and case studies. Audio visual aids will be used to reinforce these learning methods.

DURATION: Two (2) Days
DATE: August 26-27, 2010
VENUE: Centre for Management Development (CMD), Lagos
TIME: 9 a.m. - 5.00 p.m. Daily

WORKSHOP FEE

CIA Members.....N40,000 and **Non-Members**.....N45,000

The workshop fee covers training materials, workshop bags, tea/coffee, lunch and certificate of attendance.

CIA members should kindly note that attendance in open programme like this attracts credit points.

This is a prepaid programme and participants are expected to pay cash direct into any of the following Institute's Bank Accounts:

- First Bank of Nigeria PLC: (A/C No. 1052030005197)
- Zenith Bank PLC: (A/C No. 6011606309)
- Account Name: Chartered Institute of Administration.

Kindly send text message of the payment details: teller number, name of payee, title of programme and date of payment to the following phone numbers: 08032298220, 08076983067.

For participants who prefer to pay through Bank Draft, the draft should be drawn in favour of Chartered Institute of Administration and delivered to CIA Secretariat or Nigerian College of Administration or any CIA Liaison Offices where receipts will be duly issued.

For all enquiries, please call: Mr. Lanre Oke on 08032298220 Or National Secretariat: 01-7944969, 08076983067.

We hereby encourage you to take advantage of this practical skills transfer workshop and therefore look forward to receiving your nomination(s).

Yours faithfully,



LANRE OKE
for: Registrar/Chief Executive

CHARTERED INSTITUTE OF ADMINISTRATION

PROMOTING ORGANIZATIONAL SUCCESS THROUGH EFFECTIVE
CUSTOMER SERVICE MANAGEMENT STRATEGY

DATE: THURSDAY 26TH - FRIDAY 27TH AUGUST, 2010

NOMINATION FORM

NOMINEE(S) PARTICULARS

NO.	NAME	POSITION	ACADEMIC/ PROFESSIONAL QUALIFICATION(S)
1.			
2.			
3.			
4.			
5.			

Name of Employer:.....

Physical Contact Address:.....

Tel:..... E-mail:.....

Amount Paid.....

Teller/Bank Draft Number:.....

AUTHORISING OFFICER:

Name:.....

Designation:.....

Signature:..... Date:.....

(FOR OFFICIAL USE ONLY)

Application No:..... Date Received:.....

Receiving Officer:.....