

A TRAINING PROGRAM ON CLIENT SERVICE OPERATIONAL MANUAL OF THE LOCAL GOVERNMENT SERVICE.

To improve staff capacity and to ensure effective client service delivery, a one-day training on client service operational manual of the local government service was held on 4th June 2024 at the district assembly Hall. Birim South District Assembly received two delegates from the Eastern Regional Coordinating Council (ERCC) to train its staff. The district assembly plays a vital role in serving the community and client service is at the heart of its operations. Providing excellent client service is crucial in ensuring that the needs of the community are met, and their experiences are positive. The training program for Client Service Operation was designed to enhance the skills and knowledge of client service representatives. The primary objective was to improve the quality of service, client satisfaction, and overall operational efficiency.



The training program was conducted over a period and employed a blended learning approach, combining both theoretical and practical components. Led by Mr. Gasu Alexander, Assistant Director I, covering theoretical aspects of client service, explained the strategies to handle the clients when they pay a visit. He explained the best strategies to deal with clients are communication, thus active listening to clients and showing empathy, problem solving, and conflict resolution can deliver exceptional service, trust building and positive relationship with the community. Interactive sessions or the Practicals led by Mr. Cyril D. Xatse, Eastern Regional Human Resource Manager also focused on real-world scenarios and role-playing.



The training program achieved significant improvements in various aspects of client service operations:

- **Enhanced Communication Skills:** Give clients your undivided attention and clarify their concerns using clear and understandable language, showing compassion when dealing with sensitive issues. Participants demonstrated improved active listening and clearer communication, resulting in better client interactions.

- **Increased Product Knowledge:** Staff showed a deeper understanding of the Assembly's products and services, enabling them to handle queries more efficiently.
- **Improved Problem-Solving Abilities/ Conflict Resolution:** Anticipate and address potential issues before they escalate and ensure issues are resolved and clients are satisfied and remain calm and composed, handling conflicts professionally while treating them with respect. Encourage them to express their concerns and grievances. Staff exhibited better problem-solving and conflict resolution skills, reducing the time taken to resolve customer issues.
- **Effective Use of Materials:** There was a marked improvement in the use of client service tools, leading to more efficient data handling and customer management.



Feedback from Staff were overwhelmingly positive. They appreciated the comprehensive coverage of relevant topics and the practical approach of the training.

The Client Service Operation training program was successful in achieving its objectives of enhancing the skills and knowledge of customer service representatives. The program not only improved the quality of client interactions but also fostered a customer-centric culture within the staff of Birim South District Assembly. Continued investment in such training programs will be crucial for maintaining high standards of customer service and achieving long-term client satisfaction.

