

PUBLIC RELATIONS | COURSE BROCHURE

Customer Relations Management in Public Services

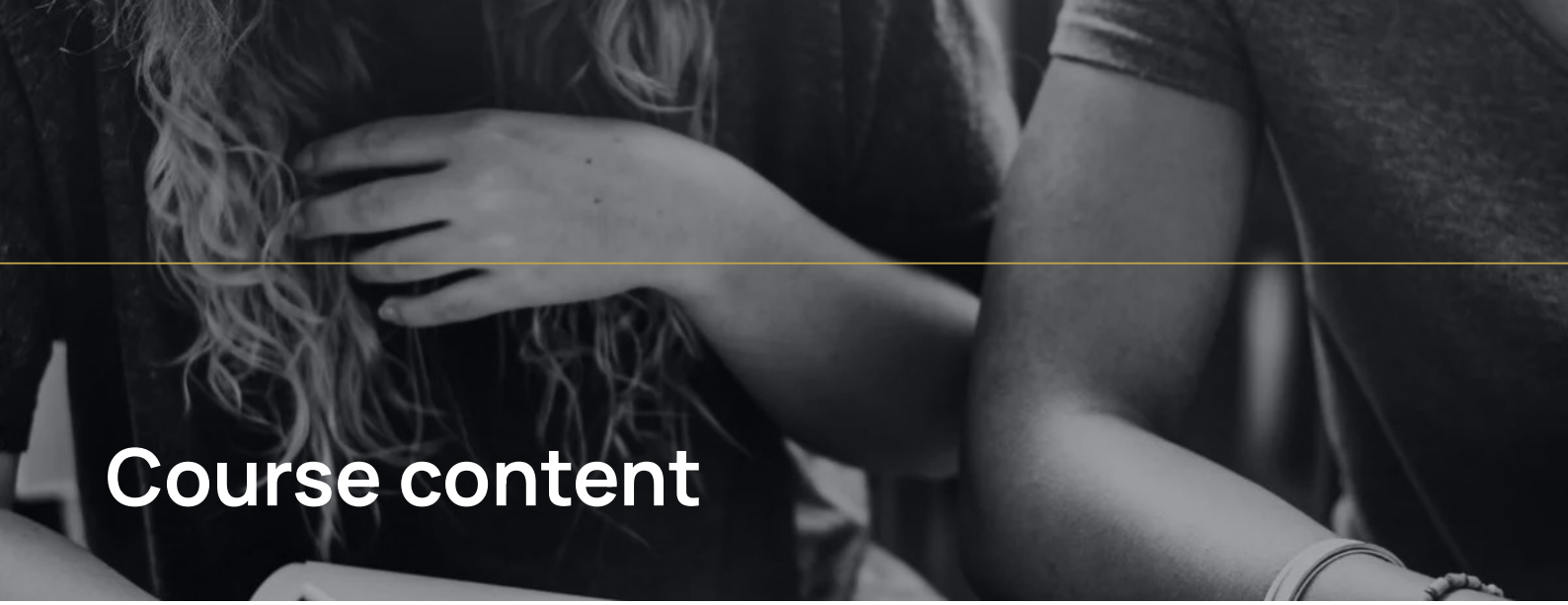
5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

Explore current programmes

https://smart-horizon.eu



Course content

Why attend

Public service organisations must handle citizen enquiries, requests and complaints fairly and efficiently. This course covers citizen-centred service, service standards, managing contact channels, complaint handling, difficult conversations, using feedback to improve services and measuring citizen satisfaction.

Citizens expect the same service quality they receive from the best private companies. You will learn to meet those expectations.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

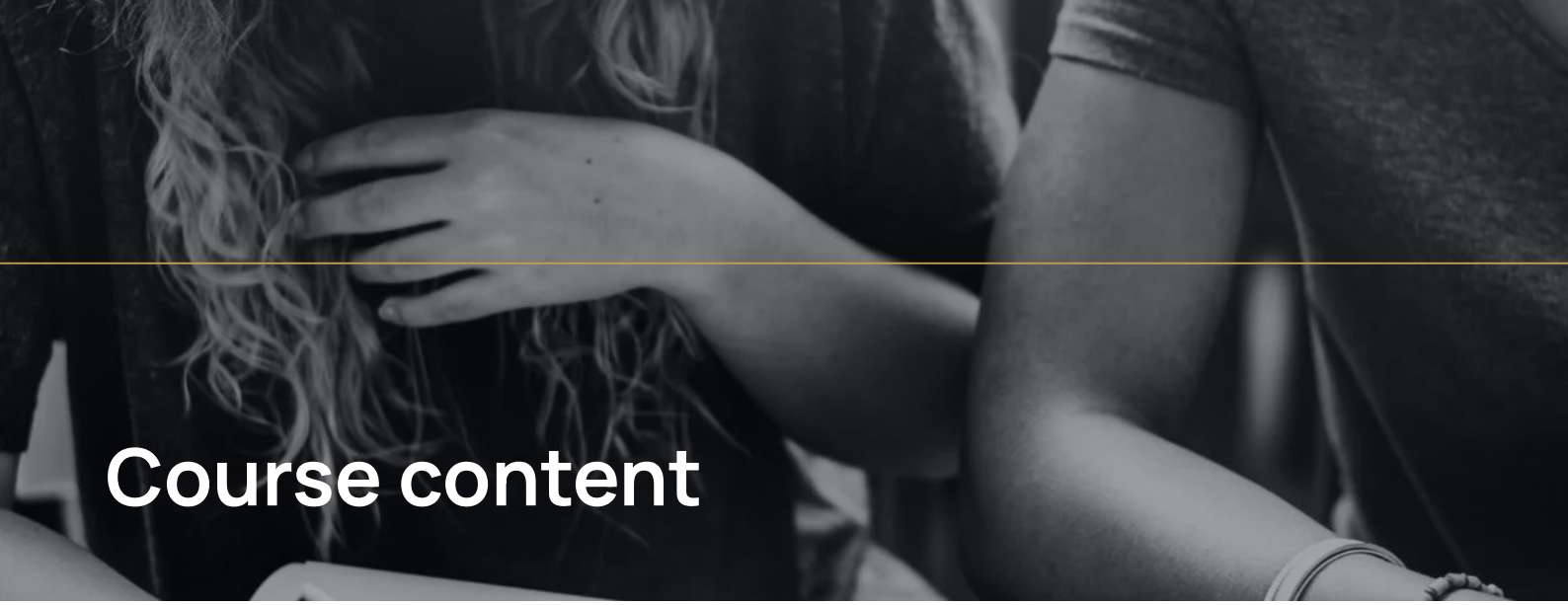
Service scenarios, complaint handling role plays, service standard design and case studies.

Course objectives

By the end of this course, participants will be able to:
• Apply citizen-centred service principles
• Set and communicate service standards
• Manage multiple contact channels
• Handle complaints fairly and effectively
• Manage difficult conversations
• Use feedback to improve services

Target audience

This course is suitable for:
• Customer service staff in public organisations
• Service centre managers
• Complaints officers
• Public relations staff
• Front-line supervisors



Course content

Target competencies

Participants will develop competencies in:

- Citizen focus
- Service standards
- Complaint handling
- Difficult conversations
- Satisfaction measurement

Course outline

Day 1: Citizen-Centred Service

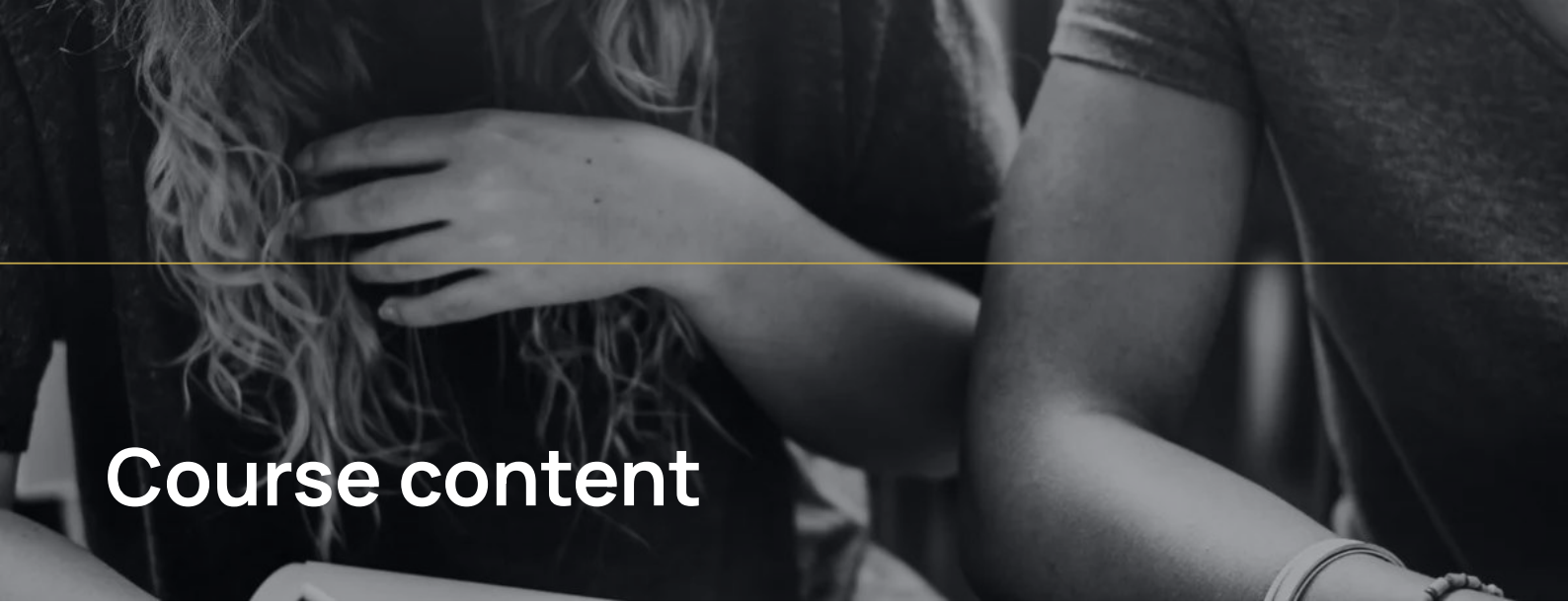
09:00–10:08	Citizen expectations
10:08–11:00	Service principles
11:00–11:30	**Coffee break**
11:30–11:45	Service principles (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Service Standards

09:00–10:08	Setting standards
10:08–11:00	Publishing standards
11:00–11:30	**Coffee break**
11:30–11:45	Publishing standards (continued)
11:45–12:53	Monitoring
12:53–14:00	Workshop

Day 3: Channels

09:00–10:08	Phone, counter and digital
10:08–11:00	Consistency
11:00–11:30	**Coffee break**



Course content

11:30–11:45	Consistency (continued)
11:45–12:53	Records
12:53–14:00	Exercise

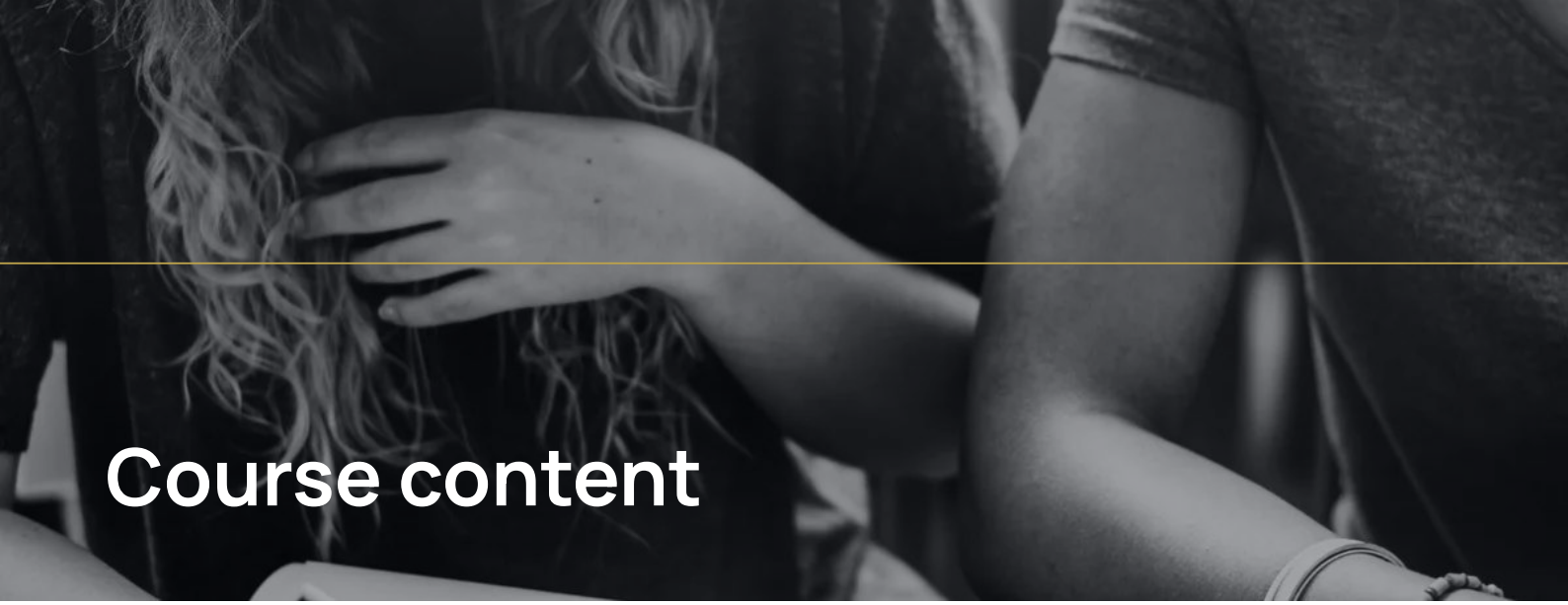
Day 4: Complaints

09:00–10:08	Complaint process
10:08–11:00	Investigation
11:00–11:30	**Coffee break**
11:30–11:45	Investigation (continued)
11:45–12:53	Responses
12:53–14:00	Role play

Day 5: Improvement

09:00–10:08	Feedback analysis
10:08–11:00	Satisfaction surveys
11:00–11:30	**Coffee break**
11:30–11:45	Satisfaction surveys (continued)
11:45–12:53	Service improvement
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

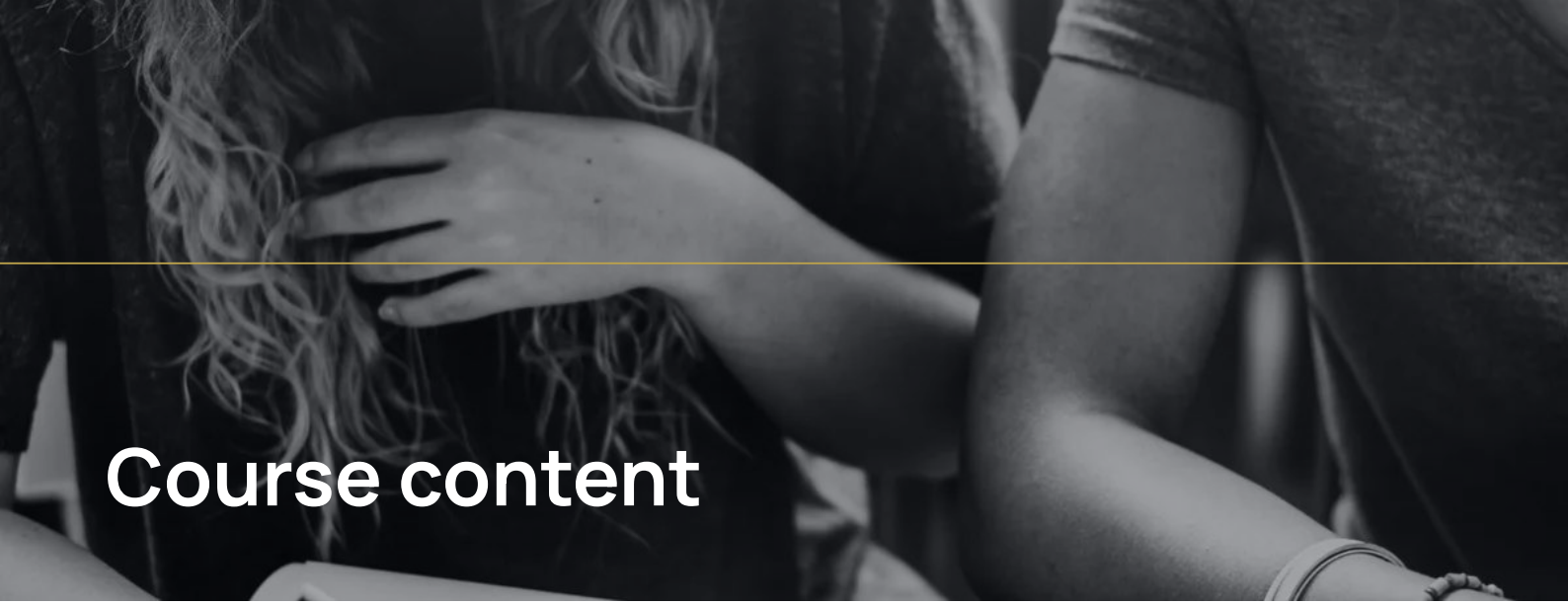


Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

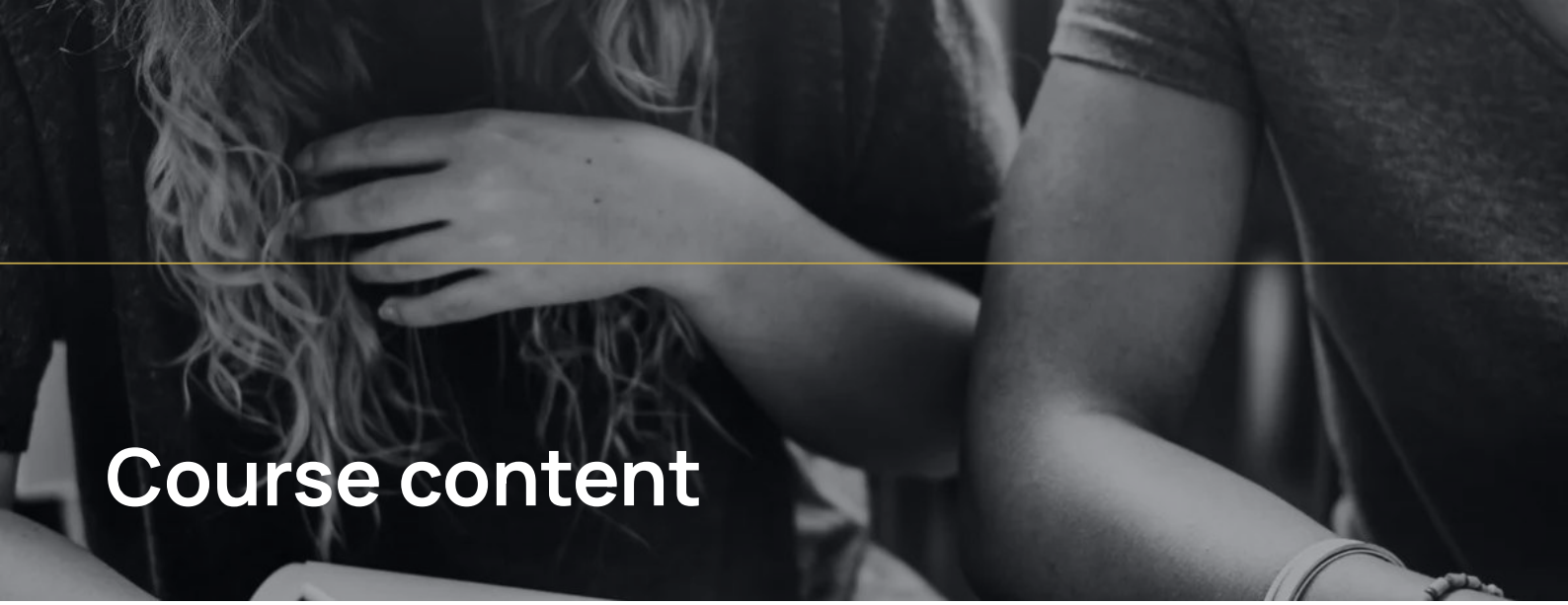
Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,890.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
Paris Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,860.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
London Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,450.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Rome Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Frankfurt Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,650.–**



Course content

Dates, venues and fees (continued)

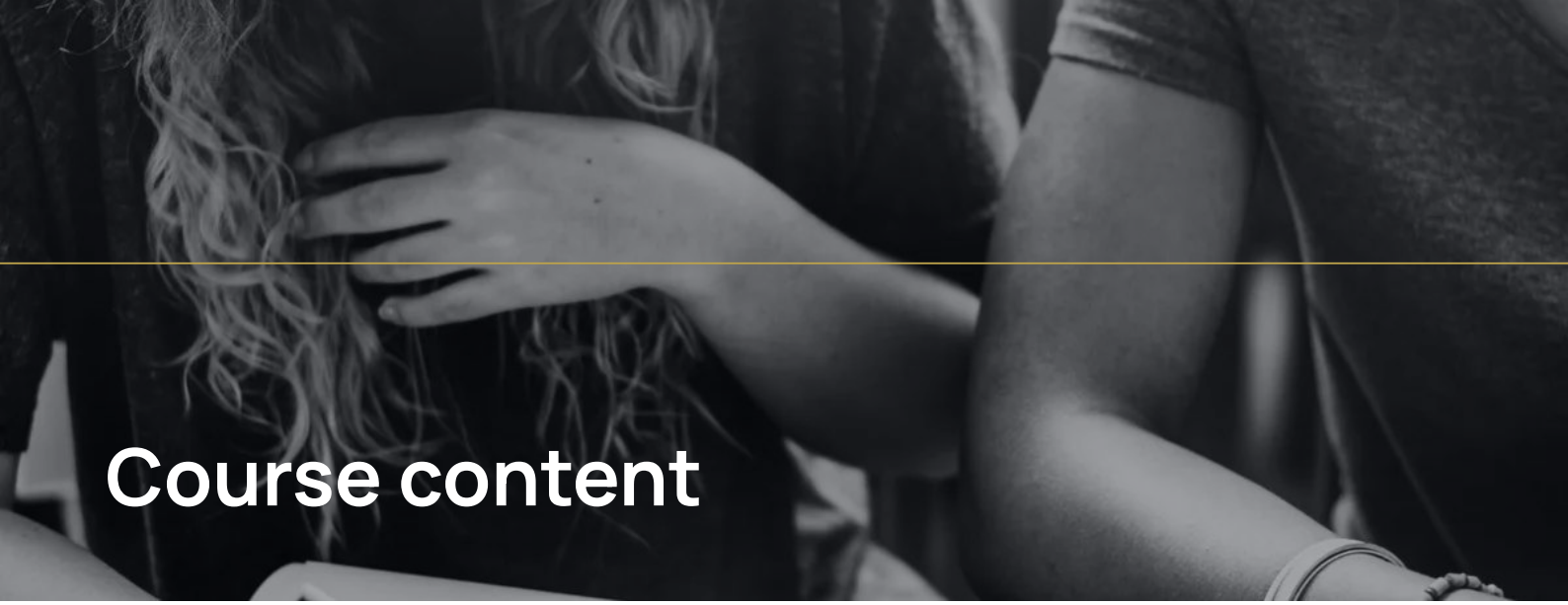
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Cape Town Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,890.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Dubai Confirmed dates	5 Apr 2027	9 Apr 2027	**€3,150.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Barcelona Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,840.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Istanbul Confirmed dates	10 May 2027	14 May 2027	**€2,650.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

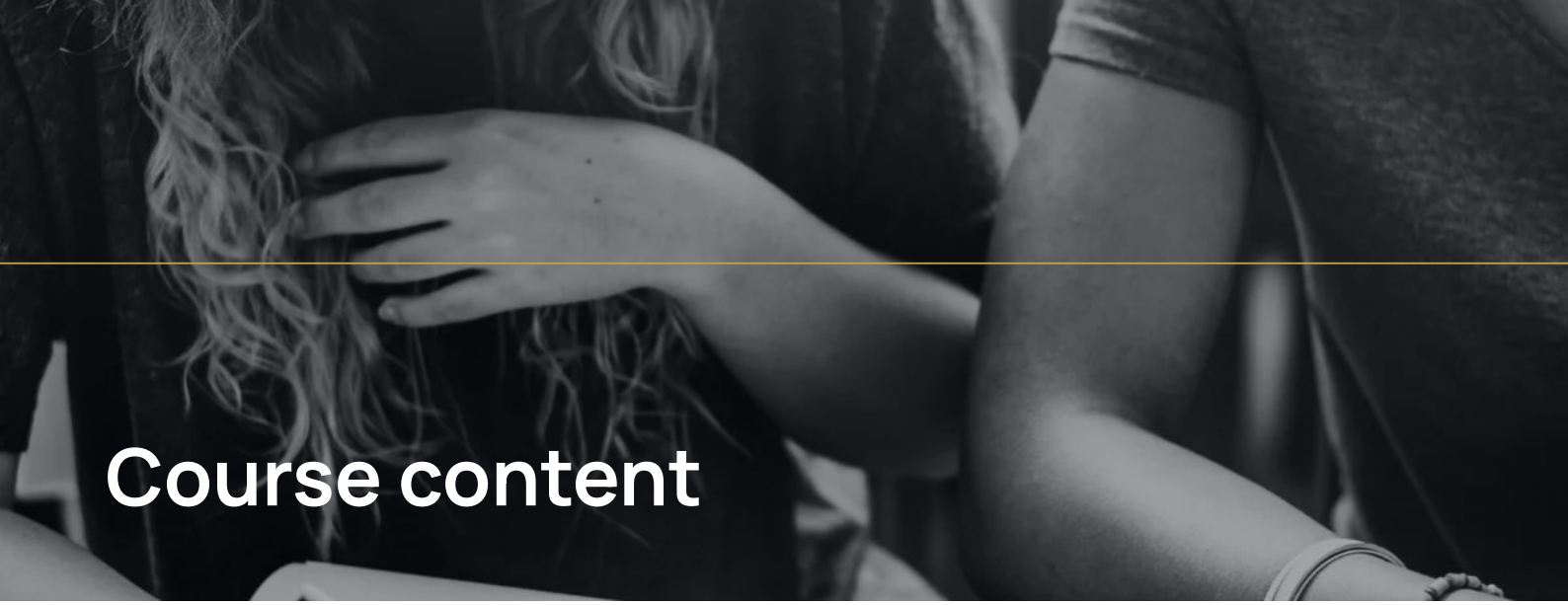
Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	31 May 2027	4 Jun 2027	**€3,150.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
Barcelona Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,840.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,450.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Dubai Confirmed dates	26 Jul 2027	30 Jul 2027	**€3,150.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Rome Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Vienna Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,940.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
London Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,450.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Rome Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,450.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Vienna Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,940.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,890.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Amsterdam Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,540.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

info@smart-horizon.eu
Amsterdam
The Netherlands

View the latest course details online