



ADVANCED CUSTOMER EXPERIENCE FOR GOVERNMENT SERVICES TRAINING COURSE

09 - 13 Nov 2026

CASABLANCA

4500 € (PER PERSON)

REF: #CUS4482_261506



COURSE INTRODUCTION / OVERVIEW:

Delivering exceptional customer experience in the public sector presents a unique set of challenges and opportunities, requiring a specialized approach that balances citizen needs with public accountability. This Advanced Customer Experience for Government Services Training Course is designed to equip professionals with strategic mindset and practical tools to elevate the quality of government services. This program, offered by BIG BEN Training Center, moves beyond basic protocols to focus on designing and implementing a citizen-centric approach that fosters trust and efficiency. The curriculum is informed by the work of public administration scholars like John M. Bryson, whose book "Strategic Planning for Public and Nonprofit Organizations" provides a powerful framework for aligning public goals with practical service delivery. Participants will learn how to map the citizen journey, use data to understand service gaps, and implement process improvements that enhance accessibility and satisfaction. The course focuses on practical skills for communicating with transparency, handling sensitive inquiries with discretion, and leveraging technology to improve service delivery. By mastering these competencies, public servants will be able to create a more efficient and trusted government, ensuring that every citizen feels heard, respected, and well-served. This program is the essential guide to modernizing public services for a citizen-first future.

TARGET AUDIENCE / THIS TRAINING COURSE IS SUITABLE FOR:

- Government employees and public servants.
- Customer experience managers in public agencies.
- Administrative staff.
- Policy and program officers.
- Leaders in regulatory bodies.
- Anyone working in a citizen-facing government role.

TARGET SECTORS AND INDUSTRIES:

- Government and public administration.
- Municipal and local services.
- Public health and social services.
- Law enforcement and justice.
- Education and public schools.
- Transportation and infrastructure.
- Non-profit organizations.



TARGET ORGANIZATIONS DEPARTMENTS:

- Citizen Services.
- Public Relations.
- Administrative Services.
- Human Resources.
- Front Desk and Information.
- Policy and Planning.

COURSE OFFERINGS:

By the end of this course, the participants will have able to:

- Design and implement a citizen-centric service model.
- Map the citizen journey to identify points of friction.
- Apply strategic planning to improve service delivery.
- Use data and feedback to drive process improvements.
- Communicate with transparency and build public trust.
- Handle complex inquiries and sensitive information with discretion.
- Leverage technology to enhance accessibility and efficiency.
- Lead a culture of excellence within a public agency.

COURSE METHODOLOGY:

This training course uses a highly specialized, case-based methodology tailored to the public sector. The program combines theoretical frameworks from public administration with hands-on exercises that simulate real-world government scenarios. Participants will work through case studies involving complex citizen inquiries, bureaucratic challenges, and service delivery failures, analyzing them to find strategic solutions. The course includes workshops on citizen journey mapping and process improvement, allowing participants to apply their learning to their own work. BIG BEN Training Center facilitates a collaborative environment where public servants can share their unique challenges and learn from the experiences of their peers. This practical approach ensures that the skills learned are not only relevant but also immediately applicable, empowering participants to drive meaningful changes within their organizations and contribute to a more effective and trusted government.



COURSE AGENDA (COURSE UNITS):

UNIT ONE: THE PUBLIC SECTOR CX FRAMEWORK

- Defining citizen experience.
- The unique challenges of government service delivery.
- Mapping the citizen journey.
- Identifying moments of truth.
- Moving from a transactional to a relational model.

UNIT TWO: DESIGNING A CITIZEN-CENTRIC STRATEGY

- Applying strategic planning to service delivery.
- Using data and feedback to drive decisions.
- Identifying and addressing service gaps.
- Creating a vision for service excellence.
- Aligning department goals with citizen needs.

UNIT THREE: COMMUNICATION AND TRUST BUILDING

- Communicating with transparency and honesty.
- Handling sensitive and confidential information.
- Managing citizen expectations and emotions.
- De-escalating difficult and public complaints.
- Building and maintaining public trust.

UNIT FOUR: PROCESS IMPROVEMENT FOR PUBLIC SERVICES

- Using process mapping to identify inefficiencies.
- Implementing service improvements.
- Leveraging technology for better service.
- Creating a feedback loop for continuous improvement.
- Ensuring accessibility for all citizens.



UNIT FIVE: LEADING A CULTURE OF SERVICE EXCELLENCE

- The role of leadership in service delivery.
- Empowering frontline staff.
- Measuring success and demonstrating value.
- Recognizing and rewarding service excellence.
- Becoming a champion for citizen experience.

FAQ:

QUALIFICATIONS REQUIRED FOR REGISTERING TO THIS COURSE?

There are no requirements.

HOW LONG IS EACH DAILY SESSION, AND WHAT IS THE TOTAL NUMBER OF TRAINING HOURS FOR THE COURSE?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

SOMETHING TO THINK ABOUT:

How can a public servant, by strategically designing the citizen journey, transform a traditionally bureaucratic process into a transparent and efficient experience that builds lasting public trust and confidence?



WHAT UNIQUE QUALITIES DOES THIS COURSE OFFER COMPARED TO OTHER COURSES?

This training course is unique because it is specifically designed for the public sector, addressing the distinct challenges of government service delivery. While most customer experience courses focus on private-sector metrics like sales and revenue, this program is centered on public-sector goals like trust, transparency, and citizen satisfaction. It is distinguished by its use of frameworks from public administration and strategic planning, providing a deep, academic understanding of how to improve government services. We move beyond simple communication skills to teach participants how to use data, map citizen journeys, and lead organizational change. Through case studies and hands-on exercises, participants will gain practical knowledge to navigate complex bureaucratic systems and create a more efficient and citizen-centric government. This program is an essential guide for any public servant who wants to drive real and lasting improvements in their agency.