



MINISTRY OF CIVIL SERVICE AFFAIRS  
AND ADMINISTRATIVE REFORMS  
MAURITIUS

24 August 2004

Ministry of Civil Service Affairs and Administrative Reforms  
Circular letter No 45 of 2004

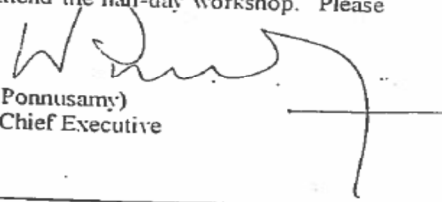
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From: Senior Chief Executive, Ministry of Civil Service Affairs and Administrative Reforms  
To: Supervising Officer in charge of Ministry/Department

Half-day Workshop – 30 August 2004  
Model of Organisational Performance and Customer Service Culture

In the context of administrative reforms, this Ministry is working in close collaboration with the Mauritian Quality Institute (MQI) with a view to promoting a quality culture and developing a customer-oriented approach in the Public Service. The introduction of the Excellent Customer Service Award and the Outstanding Achievement Award Schemes and training in Customer Care are a few examples of this fruitful collaboration.

- In this connection, the MQI is taking advantage of the visit of Mr Mark Loo of the Malaysian Institute of Management, to organise a free half-day workshop on 'Model for Organisational Performance and Customer Service Culture' on Monday 30 August 2004 from 13.15 hrs to 16.45 hrs. at the IVTB Lecture Theatre, IVTB House, Pont Fer, Phoenix.
- Mr Mark Loo, who has wide experience in sales, marketing, management, motivation and communication will speak about 'Improving Communication Skills to Create Customer Service Excellence'. Dr Brinda Seebaruth-Sonah, MQI Board Member and Training and Development Manager at Air Mauritius Ltd., will then address the participants on 'The Updated Criteria of the U.S. Malcolm Balridge Award for Organisational Performance' and 'How to Write a Self-Assessment Report'.
- A copy of the invitation letter from MQI dated 17 August 2004 giving details of the workshop programme and a reply coupon are enclosed.
- You are therefore kindly invited to attend or you may wish to send a representative, e.g. a participant to the 2004 Excellent Customer Service Award, to attend the half-day workshop. Please confirm participation to MQI directly.

  
(K. Ponnusamy)  
Senior Chief Executive

Copy to: Secretary to Cabinet and Head of the Civil Service

Administrative Reforms Unit, 7<sup>th</sup> Floor, New Government Centre, Port Louis.  
Tel. (230) 201 1434, (230) 201 3485 – Fax (230) 212 9528 E-mail: [mcsa-aruc@mail.gov.mu](mailto:mcsa-aruc@mail.gov.mu)



17 August 2004

Dear Sir/Madam

## Your Free Invitation!

### Re: Meet and Share Model for Organizational Performance and Customer Service Culture

Mr Mark Loo of the Malaysian Institute of Management will be conducting a three-day Management Development Programme on "Enhancing Executive Image Through Leadership, Team-Building and Communication" from 01-03 September 2004. The MQI would like you to take advantage of Mr Loo's vast experience in sales, marketing, management, motivation and communication by inviting you to a Free Half-Day Workshop / Certificate Giving Ceremony.

Dr Brinda Seebaruth-Sonah, 2004 NQA Chairperson, will also provide details on the US Malcolm Baldrige Award / Tips for Writing a Self-Assessment Report.

Date : Monday 30<sup>th</sup> August 2004

Venue : IVTB Lecture Theatre, IVTB House, Pont Fer, Phoenix.

Time : 13hrs15 - 16hrs45

### PROGRAMME

13 hrs 15	Registration of Guests
13 hrs 30	Welcome Address, Mr Areff Salaroo, MQI President
13 hrs 40	Speech by Hon. Ahmad S.Jeewah, Minister of Civil Service Affairs & Administrative Reforms & Certificate Giving Ceremony to participants of Certified Quality Manager - Jaipur.
13 hrs 50	<u>Keynote Topic 1</u> : "Improving Communication Skills to Create Customer Service Excellence", Mr Mark Loo, Malaysian Institute of Management. (see details next page)
15 hrs 05	Refreshment/Networking Break
15 hrs 30	<u>Keynote Topic 2</u> : "The Updated Criteria of the US Malcolm Baldrige Award for Organizational Performance & How to Write a Self-Assessment Report", Dr Brinda Seebaruth Sonah, 2004 NQA Chairperson. (see details next page)
16hrs45	Close

Mauritian Quality Institute, 3<sup>rd</sup> Floor, Unicorn House, Royal Street, Port Louis  
Tel: 211 2399, 208 5998; Fax: 211 9099; e-mail: [mqiadm@intnet.mu](mailto:mqiadm@intnet.mu)  
Website: [www.mqi.mu](http://www.mqi.mu) or [www.mauritianqualityinstitute.com](http://www.mauritianqualityinstitute.com)

**Keynote Topic 1: "Improving Communication Skills to Create Customer Service Excellence"**

- Good service personnel provides services from the heart - they see value and worth in their role as service providers. With this mindset in place, organizations will be able to nurture a positive service culture that will maximize the talents and skills of a more dynamic and motivated workforce. Some practical skills that enhance service delivery will also be dealt with.

*Speaker: Mr Mark Loo, Fellow of the Academy of Marketing Sciences, USA and Associate Member of the Malaysian Institute of Management. He is also a certified Trainer with the American Management Association.*

**Keynote Topic 2: "The Updated Criteria of the US Malcolm Baldrige Award for Organizational Performance & How to Write a Self-Assessment Report"**

- The Baldrige Criteria provide a systems perspective for managing an organization and its key processes to achieve results-performance excellence. The Seven Baldrige Categories (Leadership; Strategic Planning; Customer and Market Focus; Measurement, Analysis, and Knowledge; Human Resource Focus, Process Management and Business Results) and the Core Values & Concepts form the building blocks and the integrating mechanism for the system.

*Speaker: Dr Brinda Seebarruth-Sonah, MQI Board Member, 2004 NOA Chairperson and Training & Development Manager, Air Mauritius Ltd.*

The Board Members and Staff of MQI join me in inviting you and your staff participate in this programme and do look forward to the pleasure of welcoming you all.

Yours sincerely  
Jeff Salauroo  
President

X

**REPLY COUPON (Fax 211 9099)**

- Yes I will be present at the Free Half-Day Workshop on Monday 30<sup>th</sup> August 2004  
*(Please make copies if you wish to send more than one representative)*

Name:.....Organization:.....

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

Signature:.....

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Website: [www.mqi.mu](http://www.mqi.mu) or [www.mauritianqualityinstitute.com](http://www.mauritianqualityinstitute.com)