MINISTRY OF CIVIL SERVICE AFFAIRS AND ADMINISTRATIVE REFORMS
MAURITIUS

Circular letter No 45 of 2004
E/6029/17

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 Mauritain 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.

2. 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 IVIB Lecture Theatre, IVIB House, Pont Fer, Phoenix.

3. 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 Seebahuth-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’.

4. A copy of the invitation letter from MQI dated 17 August 2004 giving details of the workshop programme and a reply coupon are enclosed.

5. 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, 7th Floor, New Government Centre, Port Louis.
Tel. (230) 201 1434, (230) 201 3485 - Fax (230) 212 9528 E-mail: mcsea-agu@mail.gov.mv
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 3-Day Workshop/Certificate Giving Ceremony.

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

Date: Monday 30th August 2004
Venue: IVTB Lecture Theatre, IVTB House, Pont Fer, Phoenix.
Time: 13hrs15 - 16hrs45

PROGRAMME

13hrs 15
Registration of Guests

13hrs 30
Welcome Address, Mr Areff Salauoo, MQI President

13hrs 40
Speech by Hon. Ahmad S.Jeevah, Minister of Civil Service Affairs & Administrative Reforms & Certificate Giving Ceremony to participants of Certified Quality Manager - Jaipur.

13hrs 50
Keynote Topic 1: “Improving Communication Skills to Create Customer Service Excellence”, Mr Mark Loo, Malaysian Institute of Management. (see details next page)

15hrs 05
Refreshment/Networking Break

15hrs 30
Keynote Topic 2: “The Updated Criteria of the US Malcolm Baldrige Award for Organizational Performance & How to Write a Self-Assessment Report”, Dr Brinda Seebarsah Sonah, 2004 NQA Chairperson. (see details next page)

16hrs 45
Close
Subject 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.

Subject 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 Subbath-Sohub, MQI Board Member, 2004 NQA Chairperson and Training & Development Manager, Air Mauritius Ltd.

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

Yours sincerely

Jeff Salauroo

REPLY COUPON (Fax 211 9099)

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

Name: ............................................... Organization: ...............................................  
Tel: ............................................... Fax: ............................................... E-mail: .................................  
Signature: ..............................................................