

Darius Safari

Founder & Principal, Ikaze Service Rwanda

Professional Biography

Darius Safari is the visionary founder and principal of Ikaze Service Rwanda, a pioneering organization dedicated to transforming customer service excellence across the nation. With a deep commitment to Rwanda's economic development and a passion for workforce empowerment, Darius has positioned Ikaze Service Rwanda at the forefront of national service standardization initiatives.

As a thought leader in customer service training and development, Darius brings together international best practices with Rwanda's unique cultural values, particularly the Ubuntu philosophy of community and interconnectedness. His approach emphasizes practical, competency-based training that can be demonstrated, assessed, and applied in real workplaces.

Key Achievements

- **Founded Ikaze Service Rwanda** — Established the organization as a leader in customer service excellence training
 - **Developed National Certification Program** — Created a 24-hour certification framework aligned with Rwanda Vision 2050
 - **Train-the-Trainer Framework** — Designed a scalable model ensuring consistent delivery across sectors and regions
 - **RDB Partnership Initiative** — Proposed strategic collaboration with Rwanda Development Board for national workforce development
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Vision & Mission

Darius's vision is simple yet transformative: **“To help Rwanda move from good service in pockets to excellent service as a national standard.”**

He believes that frontline service workers are Rwanda's daily ambassadors, shaping perception at every point of contact. Through systematic training and certification, Darius aims to elevate service quality across tourism, healthcare, financial services, and beyond.

The Four Pillars Philosophy

Darius's curriculum is built on four foundational pillars:

1. **Service Excellence Mindset** — Professionalism and customer-first attitude
 2. **Communication Mastery** — Effective communication in high-pressure environments
 3. **Complaint Handling & Service Recovery** — Where reputation is won or lost
 4. **Relationship Building** — Grounded in Rwanda's values of dignity, respect, and Ubuntu
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Strategic Alignment

Darius's work directly supports:

- **Rwanda Vision 2050** — Building a high-value service economy
 - **RDB Workforce Priorities** — Strengthening workforce competitiveness
 - **National Brand Development** — Positioning Rwanda as a destination of professionalism and trust
 - **TVET Compatibility** — Ensuring integration with technical and vocational education systems
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Current Initiative

Darius is currently leading the proposal for a **National Customer Service Excellence Program** pilot:

Component	Details
Pilot Budget	US\$500,000
Target Sectors	Tourism, Healthcare, Financial Services
Trainers Certified	58 (19-20 per sector)
Learners Trained	650-750 frontline workers
Timeline	12-month pilot
Geographic Focus	Kigali + 2 secondary cities

Contact Information

Darius Safari

Founder & Principal
Ikaze Service Rwanda

For media inquiries, speaking engagements, or partnership opportunities, please contact through the official Ikaze Service Rwanda channels.

About Ikaze Service Rwanda

Ikaze Service Rwanda is a workforce development organization focused on elevating customer service standards across Rwanda. The organization develops competency-based training programs, certifies trainers, and partners with public and private sector stakeholders to build a culture of service excellence aligned with national development goals.

“Service quality today is not a soft issue. It is a competitiveness issue.”

— Darius Safari