

National Customer Service Excellence Program

Speech to the Rwanda Development Board Minister

Presented by Darius Safari

Founder & Principal, Ikaze Service Rwanda

Honorable Minister, distinguished colleagues, thank you for the opportunity to meet today. My name is Darius Safari, founder and principal of Ikaze Service Rwanda.

I am here to present a national customer service excellence program designed as a 24-hour certification, supported by a train-the-trainer framework and aligned with Rwanda Vision 2050 and Rwanda Development Board workforce priorities.

This is not a training workshop. It is a national standardization initiative for service excellence.

The Challenge

Service quality today is not a soft issue. It is a competitiveness issue. Investors, tourists, patients and citizens judge Rwanda not only by infrastructure or policy but by how they are treated. When service is consistent and professional, trust increases. When service is inconsistent, even strong systems lose credibility. Frontline service workers are, in practice, Rwanda's daily ambassadors and they shape perception at every point of contact.

Our Solution

To address this, Ikaze Service Rwanda has developed a nationally scalable model with two components:

1. **24-Hour Learner Certification** — Focused on observable job-ready service competencies
2. **24-Hour Train-the-Trainer Program** — Ensuring the program can be delivered consistently across sectors, institutions and regions

The model is competency based, TVET compatible and designed for national rollout, not one-off delivery.

The Four Pillars of Excellence

The curriculum itself is intentionally focused on four pillars:

Pillar 1: Service Excellence Mindset

Professionalism and customer-first attitude

Pillar 2: Communication Mastery

Effective communication, especially in high-pressure environments

Pillar 3: Complaint Handling & Service Recovery

Where reputation is often won or lost

Pillar 4: Relationship Building & Sustainability

Grounded in Rwanda's values of dignity, respect and Ubuntu

We do not over-theorize — we train what can be demonstrated, assessed and applied in real workplaces.

Strategic Alignment

This program directly supports Vision 2050's objective of a high-value service economy. It:

- Strengthens workforce competitiveness
- Improves investor and visitor experience
- Supports Rwanda's national brand as a destination of professionalism, trust and reliability

The role of the Rwanda Development Board is critical, not as a training body, but as a strategic partner in setting national service expectations and enabling public-private collaboration.

Pilot-First Approach

We are not proposing immediate national rollout. We are proposing a pilot-first approach:

- **Sector-based pilots** in tourism, healthcare and financial services
- **Delivered by certified trainers** with clear outcome measurement
- **Results evaluated first**, scaling comes second

This approach manages risk, ensures accountability and allows evidence-based expansion that protects Rwanda's reputation.

Budget & Investment

Component	Details
Estimated Pilot Budget	US\$130,000
Includes	Trainer certification, learner delivery, monitoring, evaluation and reporting
Model	Scalable and donor compatible

The emphasis is not on cost, but on value, sustainability and long-term impact.

Quality Assurance

Quality control is central to this model:

- Central curriculum ownership
- Certified trainer registry
- Periodic audits with recertification

This ensures consistency, accountability and long-term credibility as the program scales nationally across sectors and institutions.

Our Request

Ikaze Service Rwanda respectfully requests Rwanda Development Board:

1. **Endorsement** of this program as an RDB-aligned workforce development initiative
 2. **Support** for pilot implementation in selected priority sectors
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Our Goal

“Our goal is simple: to help Rwanda move from good service in pockets to excellent service as a national standard.”

Thank you for your time, leadership and consideration. I welcome your guidance and questions.

Contact Information

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This document accompanies the audio presentation to the Rwanda Development Board Minister.