

National Customer Service Excellence Program

Fact Sheet

Program Overview

Attribute	Details
Program Name	National Customer Service Excellence Program
Organization	Ikaze Service Rwanda
Program Type	Competency-Based Certification
Duration	24 Hours (Learner) / 24 Hours (Train-the-Trainer)
Alignment	Rwanda Vision 2050, RDB Workforce Priorities
Compatibility	TVET Framework

Key Statistics

Metric	Value
Total Training Hours	24 hours per certification
Training Days	4 days
Sessions	20+ interactive sessions
Pilot Budget	US\$500,000
Trainers to Certify	58 (19-20 per sector)
Learners to Train	650-750 frontline workers
Pilot Duration	12 months

Target Sectors

- Tourism & Hospitality** — Hotels, restaurants, tour operators, travel agencies
 - Healthcare** — Hospitals, clinics, patient services, medical reception
 - Financial Services** — Banks, insurance, microfinance, customer support
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The Four Pillars of Excellence

Pillar 1: Service Excellence Mindset

Building professionalism and a customer-first attitude that transforms every interaction into a positive experience.

Pillar 2: Communication Mastery

Developing effective communication skills, especially in high-pressure environments where clarity and empathy are essential.

Pillar 3: Complaint Handling & Service Recovery

Training in the critical skills where reputation is often won or lost — turning dissatisfied customers into loyal advocates.

Pillar 4: Relationship Building & Sustainability

Grounding service in Rwanda's values of dignity, respect, and Ubuntu — creating lasting connections with customers.

Program Components

Learner Certification (24 Hours)

- Observable, job-ready service competencies
- Practical role-play exercises
- Real-world scenario training
- Assessment and certification

Train-the-Trainer Program (24 Hours)

- Curriculum delivery methodology
 - Facilitation skills development
 - Assessment calibration
 - Certification and registry enrollment
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Quality Assurance Framework

Element	Description
Central Curriculum Ownership	Standardized content maintained by Ikaze Service Rwanda
Certified Trainer Registry	All trainers registered and tracked
Periodic Audits	Regular quality reviews and assessments
Recertification	Ongoing competency verification

Pilot Program Budget Breakdown

Category	Amount	Percentage
Personnel & Training Delivery	\$200,000	40%
Trainer Certification Program	\$100,000	20%
Learner Program Delivery	\$92,500	18.5%
Curriculum & Materials	\$57,500	11.5%
Monitoring & Evaluation	\$50,000	10%
Total	\$500,000	100%

Cost Efficiency Metrics

Metric	Value
Cost per Certified Trainer	\$8,621
Cost per Learner	\$714
Cost per Training Hour	\$520
Trainer-to-Learner Ratio	1:12

Strategic Value Proposition

- **For Rwanda** — Strengthens national brand as a destination of professionalism and trust
 - **For Businesses** — Improves customer satisfaction and competitive advantage
 - **For Workers** — Provides recognized certification and career development
 - **For Investors** — Demonstrates commitment to service quality and workforce development
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Request to Rwanda Development Board

1. **Endorsement** as an RDB-aligned workforce development initiative
 2. **Support** for pilot implementation in selected priority sectors
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Contact

Ikaze Service Rwanda

Darius Safari, Founder & Principal

For partnership inquiries, pilot participation, or media requests, please contact through official channels.

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