Theme V: Outstanding local, regional and international practices in government sector customer service

This theme focuses on the following topics:

• Local, regional and international standards and awards for quality of customer service and how to benefit from them in the government sector.
• Successful examples of local government customer service and means of adopting and implementing them in other government institutions.
• Regional and international examples of exceptional customer service and how these may benefit the government sector.

Participants:
Researchers, specialists and practitioners involved in customer service.

Participation with academic papers:
Academic papers must be submitted with a one-page abstract to the Conference Scientific Committee via the conference website www.ipa.edu.sa/csconf2015. Papers must be proofread for language and content prior to submission. Accepted papers will receive financial rewards.

Academic criteria:
Submitted papers must:
• address one of the conference themes and topics.
• make a scientific contribution and adhere to the principles of scientific research in terms of style, methodology and citation.
• not exceed 10,000 words with an abstract (maximum 330 words).
• not have been accepted for publication or presentation at previous symposia or conferences.
• pass the academic peer-review process to be accepted.

Formats:
Please refer to the conference website to see the format requirements for research and working papers.

Important dates:

<table>
<thead>
<tr>
<th>Phase</th>
<th>Date</th>
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<tr>
<td>Submission deadline for abstracts</td>
<td>2/7/2015</td>
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<tr>
<td>Submission deadline for completed papers</td>
<td>6/9/2015</td>
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<td>Deadline for notification of academic committee's decision</td>
<td>14/10/2015</td>
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<tr>
<td>Deadline for confirmation of participation by accepted participants</td>
<td>21/10/2015</td>
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Registration
For registration and further information, please visit the conference website:
www.ipa.edu.sa/csconf2015

Conference language
Arabic - English, with simultaneous interpretation

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The Saudi Ministry of Civil Service is pleased to invite you to participate with research and working papers in its conference on “Customer Service Culture in the Government Sector”, organized by the Institute of Public Administration in Riyadh, Saudi Arabia, 17 - 19, November 2015.

Mission

The conference contributes actively to promoting excellence in customer service in the government sector, not only to adapt to customers' demands but also to exceed their expectations to the optimum level of quality and satisfaction.

Why this conference?

Most government agencies are mainly concerned with measuring the quality of their services against their own standards and perspectives, with little concern for developing those services based on the needs and expectations of their customers. This has had a profound effect on the way these agencies deal with public service beneficiaries who have no choice but to accept the service regardless of quality or the extent to which it actually fulfills their needs. Studies and research papers measuring customers and beneficiaries' satisfaction with public services show that both service quality and customer satisfaction have been negatively impacted by this trend.

The need to promote and enhance a culture of customer service in the government sector has become more urgent than ever before. This is in order to reflect the Saudi government’s aspirations for high quality services and to meet customers’ growing expectations of service delivery from government organizations which contribute to achieving the Kingdom’s overall development objectives. Government agencies are therefore required to adopt and implement contemporary principles of customer service in order to improve the quality of public services and take advantage of the immense resources and support they receive to meet customers' expectations. Customer service quality is in fact a key performance indicator for the government sector.

Given its commitment to promote the culture of customer service in the government sector and its efforts to provide those services to both citizens and residents at the highest quality, the Ministry of Civil Service has organized this conference in cooperation with the Institute of Public Administration in order to explore the most effective strategies, mechanisms and applications that enhance the culture of customer service in the government sector.

Objectives

Objectives

The conference aims to address the status of the culture of customer service in the government sector, especially in view of the sweeping administrative, economic, social, and technical developments taking place in the Kingdom, by focusing on the following objectives:

1. Diagnosing the current status and challenges facing customer service in the government sector.
2. Exploring ways and methods for creating and enhancing a culture of excellence and entrepreneurship in customer service in the government sector.
3. Understanding the organizational environment and its role in raising the level of customer service quality in the government sector.
4. Highlighting the main administrative and technical trends in the field of customer service in the government sector.
5. Exploring successful local, regional, and international experiences in government sector customer service.

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Themes

Theme I: The status and challenges of customer service in the government sector

This theme focuses on the following topics:

- The quality of customer service in the government sector.
- Approaches to measuring customer satisfaction and mechanisms of dealing with complaints and suggestions.
- Identification of customers' needs and management of their expectations.
- Job satisfaction and organizational commitment of front-line employees and their impact on the quality of customer service.
- The role of the media in enhancing the culture of customer service in the government sector.
- Challenges facing government organizations in recruiting and hiring human resources qualified for customer service.
- Challenges facing government organizations in delivering quality customer service to diverse social groups (e.g. women, older people, and people with special needs).

Theme II: Excellence and entrepreneurship in government sector customer service

This theme focuses on the following topics:

- The role of administrative governance in providing excellence and entrepreneurship in government sector customer service.
- Strategies for excellence and entrepreneurship in government sector customer service.
- Efficiency and effectiveness in customer service.
- Competitiveness among government organizations and its role in achieving excellence in government customer service.
- Coordination and synergy of government efforts and resources for the delivery of customer service.
- Effective partnership between government and private organizations to achieve excellence in customer service.
- Trust in customer service and its role in improving the institutional reputation of the government sector.

Theme III: Organizational environment and its effects on the quality of government sector customer service

This theme focuses on the following topics:

- The role of administrative leaders in strategic planning for the improvement of government customer services.
- Administrative organization and its effects on the quality of customer service in government institutions.
- The role of human resources development in promoting the customer service culture in the government sector.
- The role of change management in applying modern methods of customer service.
- Laws and regulations relevant to customer service in government organizations and means of their development and enforcement.
- The role of government monitoring agencies in enhancing the quality of government customer service.
- The role of legal awareness and know-how among government employees and customers in enhancing customer service.

Theme IV: Current administrative and technical trends in government sector customer service

This theme focuses on the following topics:

- Adoption of modern administrative concepts and their role in creating a culture of customer service in the government sector.
- Utilization of modern communication and information technology to enhance the quality of government sector customer service.
- Adopting the concept of ‘smart government’ in developing customer service.
- The role of social intelligence among front-line staff in improving government sector customer service.
- Social media and their impact on customer service excellence in the government sector.
- How customer participation can enhance the quality of government sector customer service.
- Creative models of excellence in customer service in the government sector.