

Oman's Frontline

Muscat - Al Athaiba based Knowledge Horizon Training Institute signed a memorandum of understanding with the Oman Brand Management Unit (OBMU) to run the Unit's 'Frontline Oman' project - a training initiative aimed at raising the standard of customer service in the public sector.

"Frontline Oman is a marvellous concept" says Knowledge Horizon's General Manager, Abeer Al Jasim, adding: "If we're to compete properly in the international arena for inward investment and talent then we need to bring civil servants in line with international customer service standards. Whether it's the welcome you receive at Muscat International Airport, the ease with which you can set up a company, get a driving license or an identity card – it's these basic but essential services that we need to get right and that means training people and equipping them with the right skills and knowledge and instilling in them the right attitude. After all, these are frontline officials and they play a critical role in how people shape their perceptions of Oman. At the end of the day, Oman is internationally renowned for its tradition of hospitality, so when people come here on business or on holiday, they come with high expectations. And we shouldn't just aim to match their expectations, we need to exceed them."

"We're delighted to sign this MoU with Knowledge Horizon," OBMU's Azzan Al Busaidi, stating: "This program is designed initially to stimulate innovation in the design and delivery of services in the public sector. Its objective is to train Oman's frontline staff in top quality customer service.. 'Frontline Oman' is all about putting customer service firmly on the public sector's agenda."

Al Jasim adds: "Training in the public sector has become a priority in the past few years. The acquisition of relevant knowledge and skills by employees when properly managed and directed makes a massive contribution to any public sector organization. Making the most of this knowledge and these skills is what delivers better service, achieves objectives or in other words gets the job done."