

Frontline Oman Launched

Muscat - Until recently it was not normal to think of public sector organisations as having customers, but it is now recognised that the concepts of customer focus and customer care apply as much to government ministries as they do to business.

In response to this cultural shift, the Oman Brand Management Unit (OBMU) in partnership with the Royal Oman Police have launched Frontline Oman – a four-day pilot training program designed by Knowledge Horizon to promote the importance of customer care within the public sector.

“We hope Frontline Oman will give the 100 police officers involved in the training program an opportunity to explore and understand the long-term implications of the customer care decisions they make and the impact that has on brand Oman,” says His Highness Sayyid Faisal Al Said, CEO, OBMU.

“The service and welcome received by those arriving at Oman’s borders is critical to the way that people shape their views of us. Their experiences, good or bad, will be communicated to friends, relatives and colleagues and it’s these experiences that will determine how Oman is viewed,” comments Sayyid Faisal.

According to Abeer Al Jasim, General Manager, Knowledge Horizon, Frontline Oman will provide ROP officers with practical skills and tools to help them develop and enhance their customer service skill set and style. “Every ROP officer stationed on Oman’s borders has the chance to make a real difference to the experience of those entering or exiting the sultanate. Essentially, and like any government ministry, it’s how they do it rather than what they do that will be most remembered.”

But what is it that the customer expects from the public service? “In my view, people want better quality and timely services that are devoid of red tape. They also want accurate and concise information; and courtesy and respect in service delivery - the human touch,” says Al Jasim.

“In order to respond to these demands,” suggests Sayyid Faisal: “We need to rethink and reassess the way we deliver services to the public; change mindsets; come up with innovative ways for service delivery; and make greater use of technology. These are the very reasons why OBMU is introducing Frontline Oman. Irrespective of whether you work in the public or private sector, customer service plays a critical role in brand building.”

If Oman is to enhance its brand image then staff training and development in the public sector is key believes the OBMU CEO. “The ROP must be congratulated for helping us role out Frontline Oman. Indeed, by leading this important training initiative they’re ensuring that their personnel are armed with the knowledge and skills that will allow them to do their jobs better,” observes Sayyid Faisal.