



Ethiopian Civil Service University

Training and Consultancy Division

The “VOICE OF QUALITY” (VOQ)

(Monthly Publication)

We are the Voice of the public sector development. It is time to ring development bell with the public sector and register the record in the global race. Unless we compete with the spirit of cooperation, we cannot complete our joint assignment. We have to; thus, persevere to make all level best efforts to emerge winning training house.

We, being premier public sector development house, are the Voice of Quality. We are here to listen to the public sectors and beat a drum of transformation with the same to create a grand voice that is heard from afar off coloring with new flavor of voice. We are also getting ready to listen to the voiceless and help them create their own voice which can be a part and parcel of the transformation agenda of the country, and hence the globe. Our motto is “Quality First to Deliver Quality Services.” The only rarest thing on this earth is quality. If quality reigns over the earth in people, the cries will be transformed into melodious songs. To help others develop quality in themselves, first of all we have to find our own voices. The Voice of Quality (VOQ) is a melodious call to the concerned to provide training and consulting services in the field of Public Sectors’ Transformation in unusual way. VOQ believes that quality is very important to all service sectors. All the public sectors should; thus, seek their own voice to ring and reach all those who look at them. When people ask you to know the voice of quality, you have to help them telling that it resides in them but unattended.

Providing products or services with high quality help, us and others to maintain customer satisfaction and loyalty, as well as the quality has a significant impact on institution’s reputation and excellence. Every day, we are offering advertisements for the existing and new services; and we are providing

different services. Have we asked ourselves “Is this new and satisfying?” We are continually developing new services with the intent of breaking into new market. But where that market and who are the marketers? If we design, develop and provide services that do not meet our customer expectations, vast amounts of resources could be wasted, and we are also on road of wastage. The question arises of how continuously successful institution know what to design, develop and provide what the customer wants.

We do the research and need assessment; and determine what the customer wants, needs and expects from the services by using Voice of Customers (VOC), which is the major voice we have to listen to. . This voice also calls for quality enhancement. A big question which needs an appropriate response from us is” have we really used the results of the assessments make some adjustments in the way we think and operate?” Customers have their own voice, which they want us to listen to. This is Voice of the Customer (VOC) can be defined as the needs, wants and expectations of the customer, stated and unstated. The Voice of the customer is the voice of success. This includes both external and internal customers. In addition, VOC is often viewed as a process or procedure for collecting, documenting and analyzing the feedback from the customer to improve our services’ quality. The VOC process should be proactive and continually refined to effectively capture constantly changing customer requirements. The process should also include methods for effectively sharing and utilizing this valuable information to effect meaningful change.

Our Mission: Provide high quality training and consulting services for public sectors’ institutions to create generation of leaders and develop organizations capable to overcome the challenges of business and contribute efficiently in promoting the community.

Our Vision: To be best training and consultancy house in 2025.

Our training and consultancy services: Since its emergence, the Training and Consultancy Division has trained over 160, 000 public servants working at different levels. The TCD has played a significant role in building the capacity of public sectors of the country through its four centers of training and consultancy services; one consultancy coordination directorate; one training coordination directorate and one logistic and facility directorate. The TCD is providing its services basically on the area of Leadership and Human Resource; Public Financial Management; Urban Management and

Transformation ; and Cross-cutting Issues (Gender and Development ; HIV/AIDS Management ; Disability Issues).

When we materialize the VOQ, we have to ask the following questions.

- Why would institutions want to know exactly what current and prospective customers think about their services?
- What are the benefits of having up to date relevant data regarding customers' wants, needs and expectations?
- How can we connect our services with the public sectors and produce glorious voice, which can enroll all to come together?
- How should we make our voice audible?
- Who do produce the voice with us?
- What type of voice should we produce?

Implementing a solid effective VOQ process will enable us to:

- ❖ hear what our customers are telling us. Know what our customers actually want instead of what we may believe they want.
- ❖ respond to customers' needs in a timely manner. By tracking trends in customer feedback we can anticipate changes, react quicker and bring new product sooner.
- ❖ develop a product or service our customer wants and needs. Avoid costly design changes.
- ❖ provide the level of quality service that our customers expect.
- ❖ increase provisions while also maximizing margins. By knowing the voice of the customers, we can design and deliver what the customer wants, omitting what is not important to them and avoid over designing the product or services.

Motivator: Our next issue dwells on the role of indigenous knowledge for comprehensive development