Citizen Experience and Government Reputation Training Course

12 – 16 April 2027
London - Premier Inn Victorya

Citizen Experience and Government Reputation Training Course

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Programme Summary

Citizen experience and government reputation is a one-week training course for senior public sector service and communication leaders, culminating in a citizen trust and reputation plan for their institution. Public bodies are judged as much by how one complaint is handled as by official announcements, yet service and public relations teams often work apart. The approach joins service standards, complaint handling, public information and trust measurement into one agenda. Mars Training Centre UK delivers this programme in citizen experience and government reputation.

The Business Case

When service promises are vague, channels contradict each other and complaints disappear into queues, citizens lose confidence and the media fills the gap. Leaders who set clear standards, treat complaints as intelligence and speak with one institutional voice reduce repeat contact and contain reputational incidents early.

- Public Trust and Satisfaction: Rise as responsiveness and reliability are designed into every service channel.
- Avoidable Contact and Complaint Volume: Fall as root causes are fixed and information is published before citizens need to ask.
- Reputational Risk Exposure: Narrows as service failures are spotted early and handled with a coordinated public response.

Principles and Evidence Base

- OECD Drivers of Trust in Public Institutions: Provides the trust drivers of responsiveness, reliability, integrity, openness and fairness used to diagnose services in Session 1.
- Service and Citizen Charters: Frame the published standards, response times and complaint routes designed in Session 2.
- ISO 10002 Complaints Handling Guidance: Structures the complaint and feedback process built in Session 3.
- ISO 10004 Customer Satisfaction Monitoring Guidance: Informs how satisfaction and trust are measured and reported in Session 4.

Intended Participants

- Leaders accountable for the quality of citizen-facing services across counters, contact centres and digital channels.
- Directors who own institutional reputation, media relations and public information.
- Senior managers who set service standards and report performance to ministers or boards.
- Heads of complaints and quality who turn citizen feedback into service change.

The programme serves ministries and agencies, municipalities, public utilities, health and education authorities and government-owned companies.

Learning Outcomes

1. Participants will be able to diagnose a public service against recognised drivers of institutional trust.
2. Participants will be able to construct a service charter with measurable standards and clear complaint routes.
3. Participants will be able to design an omnichannel citizen service model that gives consistent answers across channels.
4. Participants will be able to evaluate complaint and feedback data to identify root causes and reputational risks.
5. Participants will be able to prioritise public information and media relations actions that reinforce service promises.
6. Participants will be able to justify a set of trust and reputation indicators for executive reporting.

Programme Structure

Day 1: Citizen Experience and Public Trust Foundations

What makes citizens trust or distrust a public institution?

- OECD Trust Drivers: Responsiveness, Reliability and Integrity
- Citizen Journey Mapping Across Life Events
- Service Promise Versus Lived Experience Gap Analysis
- Stakeholder and Audience Segmentation for Public Bodies
- Institutional Reputation Baseline Review

Day 2: Service Charters and Omnichannel Delivery

How are service promises written, published and delivered consistently?

- Service Charter Design and Standard Setting
- Response Time and Resolution Commitments
- Counter, Contact Centre and Digital Channel Alignment
- Single Knowledge Base and Consistent Answers
- Accessibility and Inclusive Service Design

Day 3: Complaints, Feedback and Service Recovery

How do complaints become intelligence rather than a backlog?

- ISO 10002 Complaint Process Design
- Root Cause Classification of Complaints
- Service Recovery Principles for Public Bodies
- Escalation Routes and Ombudsman Referrals
- Early Warning Signals of Reputational Risk

Day 4: Public Relations, Media and Trust Measurement

How does the institution speak with one voice and prove progress?

- Proactive Public Information Planning
- Media Relations and Spokesperson Protocols
- Social Media Listening and Rapid Response
- Satisfaction and Trust Measurement Using ISO 10004
- Reputation Indicators and Executive Dashboards

Day 5: Applying the Citizen Trust and Reputation Plan

How are service, complaints and communication combined into one plan?

- Trust Diagnosis of a Participant Service
- Charter and Channel Improvement Priorities
- Complaint Insight Translated into Communication Actions
- Joint Governance of Service and Public Relations Teams
- Citizen Trust and Reputation Plan Presentation

Methodology

The programme uses case analysis of public service incidents and reform efforts drawn from municipal, health and utility settings. Participants map journeys, test charters against real complaint data and rehearse public responses to service failures, with peers challenging the operational fix and the message.

- Suggested activity: Rewriting a vague service promise into measurable charter standards.
- Suggested activity: Classifying a month of complaints by root cause and reputational risk.
- Suggested activity: Preparing a spokesperson statement for a simulated service outage.

Capstone Output

Each participant completes a citizen trust and reputation plan for their institution. It contains a trust diagnosis, revised charter standards, channel and complaint improvements, a public information calendar and a set of reputation indicators, ready to present to the leadership team.

Frequently Asked Questions

Is citizen experience and government reputation training suitable for communication directors as well as service heads?

Yes. It is designed for senior leaders on both sides, service delivery and public relations, and assumes experience of managing a public-facing function but no prior training in trust measurement.

Which frameworks underpin citizen experience and government reputation in this programme?

It draws on the OECD drivers of trust in public institutions, service and citizen charters, ISO 10002 for complaints handling and ISO 10004 for satisfaction monitoring.

How is the citizen trust and reputation plan used at work?

You return with a plan leadership can adopt, setting out charter changes, complaint improvements, communication priorities and the indicators that will show whether public trust is improving.

How does citizen experience and government reputation differ from corporate public relations programmes?

It links reputation directly to service delivery in public bodies, treating complaints, charters and channel consistency as the foundation of trust rather than campaigns.