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COURSE BROCHURE

Government Agency Service Charters and Benchmarking Training Course

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Kuala Lumpur

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Government Agency Service Charters and Benchmarking Training Course

Ref: 782_29593 **Date:** 18 – 22 April 2027 **Location:** Kuala Lumpur **Fees:** 4600 GBP

Government Agency Service Charters and Benchmarking is a 1-week training course for agency directors, quality managers and service improvement officers in public bodies who must publish clear service promises and compare their performance with peer agencies, and who leave with an agency improvement plan. Citizens and oversight bodies now ask what an agency promises and how it compares. Jupiter Prime Training delivers this course on Government Agency Service Charters and Benchmarking.

Why Government Agency Service Charters and Benchmarking Matter Now

Three pressures meet in public bodies today: citizens who expect published response times and clear routes to complain, oversight committees that ask for evidence rather than activity reports, and budget holders who want to know why one agency processes a permit in days while a similar one needs weeks. An agency that states its service promises and measures itself against peers can explain its results; one that does neither defends anecdotes. The course rests on widely used practice in citizen charters, process mapping and public sector benchmarking.

Who Gains Most from Government Agency Service Charters and Benchmarking

- Agency directors who answer to oversight bodies for service results
- Quality managers who own service standards and complaint handling
- Service improvement officers who redesign permit, licence and payment processes
- Planning and performance staff who collect indicators and peer comparisons
- Front office supervisors who keep the promises made to citizens each day

A public body gains most when a director, a quality manager and a front office supervisor attend together and agree one improvement plan.

Government Agency Service Charters and Benchmarking Capabilities

Participants practise turning broad agency missions into measurable promises, peer comparisons and funded improvement actions.

- Draft a service charter with response times and redress routes — citizens and business users
- Select peer agencies and comparable indicators — oversight committees reviewing results
- Map an end-to-end permit or licence process — service improvement teams
- Analyse complaint and feedback patterns by root cause — quality managers and front office supervisors
- Assign accountability for each service promise — agency directors and unit heads
- Build an agency improvement plan — the executive board approving priorities

Key Government Agency Service Charters and Benchmarking Terms

- Service charter — a public statement of what an agency promises citizens, including response times, standards and routes to complain.
- Benchmarking — a structured comparison of an agency's processes and results with peer bodies to find better methods.
- Peer group — a set of agencies with similar mandates and volumes whose results can fairly be compared.
- Operating model — how an agency arranges its people, processes, channels and technology to deliver its mandate.
- Redress — the remedy a citizen receives when an agency fails to meet a published promise.
- Cycle time — the elapsed time from a complete application to the agency's final decision.

Government Agency Service Charters and Benchmarking Day by Day

Day 1: Agency Operating Models and Service Promises

- Mandate and Service Catalogue Review — What the Agency Actually Delivers
- Operating Model Diagnostics — Where Structure Slows Service
- Citizen and Business Segments — Whose Needs Each Service Meets
- Front Office and Back Office Split — Which Tasks Belong Where
- Current Performance Baseline — Volumes, Cycle Times and Backlogs

Day 2: Drafting Service Charters

- Charter Structure and Plain Language — Promises Citizens Understand
- Setting Response Time Standards — Realistic Yet Demanding Targets
- Redress and Complaint Routes — What Happens When Promises Fail
- Consulting Users on Draft Charters — Testing Promises Before Publication
- Publishing and Reporting Charter Results — Keeping Promises Visible

Day 3: Process Improvement in Public Services

- End-to-End Process Mapping — Seeing the Whole Permit Journey
- Waste and Rework Analysis — Removing Duplicate Checks and Approvals
- Complaint Root Cause Analysis — Fixing Causes Rather Than Symptoms
- Delegation of Approval Levels — Faster Decisions Closer to the Citizen
- Piloting Process Changes — Proving Gains Before Agency-Wide Rollout

Day 4: Benchmarking and Accountability

- Choosing a Peer Group — Fair Comparisons Between Agencies
- Comparable Indicator Definitions — Counting the Same Thing the Same Way
- Site Visits and Practice Exchange — Learning How Peers Achieve Results
- Accountability Charts for Service Promises — Named Owners for Each Standard
- Reporting to Oversight Bodies — Evidence Instead of Activity Lists

Day 5: Practising the Agency Improvement Plan

- Prioritising Gaps From the Baseline — Applying the Day 1 Diagnostics
- Linking Charter Promises to Process Fixes — Applying Day 2 and Day 3 Work
- Setting Targets From Peer Results — Applying Day 4 Benchmarks
- Peer Challenge of Draft Actions — Testing Feasibility With Other Agencies
- Completing the Agency Improvement Plan — Actions, Owners and Targets Agreed

Applying Government Agency Service Charters and Benchmarking After the Course

- Draft or revise the service charter for one high-volume service and consult a group of its users.
- Agree three comparable indicators with a peer agency and exchange the first quarter of results.

Government Agency Service Charters and Benchmarking Questions FAQ

What is Government Agency Service Charters and Benchmarking and why does it matter now?

It is the practice of publishing clear service promises and comparing results with peer agencies to find better methods. It matters now because citizens and oversight bodies ask for evidence of service quality, not activity reports.

Which roles gain most from Government Agency Service Charters and Benchmarking?

Agency directors, quality managers, service improvement officers, performance staff and front office supervisors gain most, since each owns part of a service promise.

How does Government Agency Service Charters and Benchmarking differ from a general quality management course?

It focuses on citizen-facing promises, redress and peer comparison between public bodies rather than certification of management systems.

What do you bring back from Government Agency Service Charters and Benchmarking?

You bring back an agency improvement plan: prioritised service gaps, charter promises, process fixes and peer-based targets with named owners.

Government Agency Service Charters and Benchmarking: The Way Forward

The agency improvement plan first informs which service promise is published or tightened next and which process fix supports it. Directors, quality managers and supervisors use it to report progress, in a municipal permits department or a national social insurance agency. After the first quarter, revisit the peer comparison, since new practice from other agencies often reshapes targets.