**Customer Happiness – Elearning Training Course**

The Future of Capability Building in Government

The UAE Government’s Strategy towards capability building of government employees has trajected from the traditional conventional classroom style courses to digital e-learning Courses. Providing digital based training courses to enhance capability building in the government sector allows for the following:

* Educating a large audience in a short period of time
* Providing 24-7 Access
* Providing flexible and convenient access to training materials that can be completed at the learner’s own time
* Reducing the barrier of limited time constraint during work
* Encouraging the attitude of self-learning, accountability and work ethics
* Easing the transfer of Knowledge
* Emphasizing the importance of wellbeing and a flexible work life balance
* Introducing new concepts such as Customer Happiness in a novel, simple and memorable way
* Nurturing creativity in employees when serving a customer

The first digital course pertaining to Government Services Development and Improvement was the Customer Happiness E-learning Course launched by the Government Services Experience Program in 2018. The target of the program was to train more than 6000 front line employees in the federal government on the principles of customer happiness and service excellence in line with the UAE’s vision for providing 7- star service in par with global standards across industries worldwide.

Due to the popularity of the program between employees across both public and private sector organizations in the UAE, local governments have requested the Government Service Excellence Program to include their employees in the Customer Happiness Elearning Training.