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Uzbekistan (2010) : Development of a Customer Relationship Management (CRM) and Training of the sector stakeholders



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Development of a Customer Relationship Management (CRM) and Training of the sector stakeholders

January 2010- June 2010

BENEFICIARY : Worldbank Tashkent

FUNDING : World Bank Washington

Background :

This assignment was implemented in the framework of the substantial efforts made by the Government of Uzbekistan along the past 15 years to reform its municipal services sector, and in particular water utilities (vodokanals). The overall objective was i) **to help water utility managers, utility employees and other stakeholders involved in the delivery of WSS services - mahalla committees, housing associations, NGOs - become aware of and understand the importance of good customer services for the effective functioning of modern utilities**, and (ii) to pave the way so the staff of supported water utilities is familiar with key customer service tools and capable of applying them in practice. The main steps for implementing the activities along a 6 month-period were the following :

- 1- Conduction of awareness raising workshops in Bukhara and Samarkand,
- 2- Preparation / finalization / translation of draft CRM Manual and Toolbox :
- 3- Preparation of power point presentations and training materials on the key element of the manual & toolbox
- 4-Training of UKUT (national training centre) trainers
- 5-Intensive training of vodokanals staff
- 6-Preparation of promotional materials
- 7-National dissemination workshop.

Services :

- **Awareness raising workshops** in Bukhara and Samarkand ;
- Preparation of draft **CRM Manual and Toolbox** ;
- Preparation of power point presentations and training materials on the key element of the manual & toolbox ;
- **Training of trainers in Tashkent for delegated professional instructors from UKUT training center** ;
- Intensive training for professionals of vodokanals
- Preparation of a presentation on the key features of the CRM Manual
- **Dissemination national workshop in Tashkent.**