

Abstract

This study sought to establish the role played by communication in the on-going reform programmes in Kenya's public sector, specifically in the immigration department. In particular, it has investigated the function of the service charter as a communication tool for the users of consumers of immigration services. To interrogate the above issues, the study focused on the customers (service consumer). About 100 customers, sampled from members of the public seeking services at the department's headquarters, formed part of the study sample. Both quantitative and qualitative methods were used to analyse the data collected from the study. Some of the key findings of the study were that a large majority of service seekers at the department do not know about the existence of service charter in the ministry. The study concludes that because the customers do not know the charter exists, few of them use it to demand services. The ministry values communication as crucial component in the public service reform programmes. The study thus recommends that the ministry should use all means at its disposal to disseminate the charter to service seekers who need to know what it promises. Such means could include service points, public forums such as shows and exhibitions, churches and leaders' meetings. The ministry should also facilitate regular interactions with service seekers to inform them of what it has to offer and get feedback on their expectations.