



Certified Service Business Manager

Management knowledge for service practice – developing service organizations, controlling them efficiently and future-oriented



A proven concept will be more efficient and effective:

The qualification as Certified Service Business Manager has been approved by the Advisory Board of ISS ServiceAcademy and will be certified after the successful participation in the SMC and three other service expertise programs with the development and presentation of the Real Life Project.



**ISS International
Business School of
Service Management**

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Certified Service Business Manager

The certificate course for professional and future-oriented service management provides the necessary theoretical background knowledge and focuses on daily practical application. It shows proven examples, promotes the exchange of experience and ensures the direct applicability of the learned methods and procedures in personal work practice.

In **four certificate courses and the Real Life Project**, you build service business know-how and sharpen your own profile within your service organization and your company.

In blended learning and the example of selected case studies, the topics

- Service Management Compact
- Business Development
- Operational Excellence
- Service in Transition

as well as methods and tools for the service manager are jointly developed and consolidated as part of an intermediate test with project work, three business projects and the Real Life Project and incorporated into your own working practice.

In over 500 Real Life Projects presented and discussed by the participants during over 40 open and numerous in-house courses, the direct economic benefits of the learning content were always made clear. The payback is predictable and regularly amounts to a multiple of the investment.

The modular structure of the course allows for an **individual start** – experience has shown that starting with Service Management Compact is recommendable.

Participants

Leadership and junior executives

- in service with technical training, who organize and control a service company or service area.
- who have a commercial and/or business management education and (want to) apply their business knowledge to a concrete context in the service organization.



Certified Service Business Manager

Certified Service Management Compact

(5 attendance days, written exam, learning transfer in a practical project work)

This one-week training course supports you in the operative service business, especially with regard to customer satisfaction and cost-effectiveness in the service business. The management knowledge and the implementation tools required for modern service practice are systematically and compactly conveyed and made tangible by the development of a practical project for your area of responsibility. This way, the implementation in your own practical work is intensively prepared.

The following **topics** are in focus:

- Strengthening strategic and conceptual capabilities
- Development of decision-making authority for economic management
- Promoting creativity and a willingness to take responsibility for new solutions
- Development of a service concept for your own area based on the 9-P-structure
- Introduction of new services in existing organizations
- Controlling instruments for efficient service management

Process concepts to optimize your own service are actively trained.



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Certified Business Development

(Webinars, 3 attendance days, topic-related business project from and for one's own work experience)

Servitization, the fundamental trend in business, requires constant development of offers and services in the business. This requires expert know-how: Knowledge of methods and procedures in product management, marketing and sales for services.

Focusing on marketing services, this practice-oriented course covers three main topics and imparts methods and procedures for

- professional product management for services,
- marketing activities, promotion of services and
- the specialties of service distribution.

After completing the course, participants are able to

- organize the development of services in the organization,
- align the services strategically and conceptually to the needs of the customers and
- show the required resources,
- develop and expand the distribution of services, based on local market opportunities, with professional methods and procedure concepts (e.g. level sales),
- develop and implement marketing/promotion concepts and campaigns.



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Certified Operational Excellence

(Webinare, 3 Präsenztage, themenbezogenes Businessprojekt aus der und für die eigene Arbeitspraxis)

The “Customer Journey” model helps to understand customers and create exciting touchpoints for their customers. Operational excellence also requires a continuous drive for improvement - appropriate service quality management practices and metrics are addressed and trained in application.

In a Business Project, a concrete task of the participants from their individual work is addressed and the implementation is prepared or accompanied. The participants acquire a set of methods to set up and expand a service organization based on the end-to-end processes of the respective business area and can apply this professionally to their own working practice.

The aim is to enable the participants to align their service organization economically to the needs of the customers and to the conditions set in their own company. The overarching goal is to create points of contact with the organization that appeal to customers and to commit themselves to the process of “excellence” in order to continuously develop them to market requirements.

After the course, the participants will be familiar with methods and procedures that enable an inspiring performance – and where improvements are needed, they know the tools and how to achieve the desired service quality.

The aim of the course is also to develop process concepts for optimal internal cooperation in their individual working situation. Only when service operations, sales and help desk harmonize smoothly, the goal of operational excellence and a sustained stable market position is achieved.



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Certified Service in Transition

(Webinars, 3 attendance days, topic-related business project from and for one's own work experience)

Customer requirements are constantly changing, demands on flexibility and performance are increasing. What clients experience privately themselves must also be supplied and provided by providers in the business - and vice versa. Faster, more convenient, cheaper and, if possible, better performance.

The ability of companies to change, to align with customer wishes, to adopt new technologies is a prerequisite for growth and the expansion of their market position. This requires employees who master change and adaptation processes.

The mechanisms of change and transformation, co-creation with customers and partners, as well as possible contracts, are addressed in this interesting and interactive blended learning course, with webinars, three attendance days and your Business Project.

Knowing how to shape these change processes is a prerequisite today in order to expand the market position of your own company and to strengthen customer loyalty and profitability

Upon completion of this course, participants are able to

- systematically record the requirements of customers (both externally and internally) and develop and implement solutions in co-creation processes.
- integrate external and internal partners in the change processes, based on added value for every party involved.
- evaluate and use different contractual forms of cooperation.
- actively contribute to continuous growth in ever-changing markets, preserving what their brand stands for, where necessary.
- practice “empowerment” to empower employees to make informed, well based decisions.



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Real Life Project

The Real Life Project (RLP) is the **final project work for the Certified Service Business Manager**. A project directly from the work environment of the participant is already discussed with the trainers during the preceding programs, selected and graded by a commission after an 8-week written elaboration and finally presented before the commission. The participants are actively supported by the expert trainers during the preparation of the RLP.

Further education is an investment. Participants and companies rightly expect a “payback” for the time and financial investment. The goal is to generate a benefit/value increase for the participant, the sending company and its customers. Which initial investment does the project need? What are the biggest cost drivers? What additional revenues, gains or savings are possible?

When selecting and evaluating project work, we at the ISS pay attention to the following topics:

- Project title
- Background of the project? (economic, organizational, market position)
- Objective (What should be achieved with the project – for your company or your customers?)
- Description of the project (What is covered in the project?)
- Benefits for your business (financial and non-financial benefits)
- Benefits for your customers (financial and non-financial)
- Investment requirement (one-time, start-up/permanent costs)
- Payback period and RoI calculation

The development of the project work is actively supported by ISS trainers. Structural requirements make it easier to comply with the formal requirements so that the participant can concentrate on the content. At the same time, this creates a basis for future work in the company.



Due to the high practical relevance, the learned methods could be applied purposefully by our employees in their daily work. This resulted in a quick return on education investment.

Norbert Gall-Felchner, Senior Manager Business Development, After Sales, Toyota Material Handling Europe



Certified Service Business Manager

Speakers and trainers

The speakers and coaches at the ISS International Business School of Service Management are active managers, entrepreneurs and consultants with many years of service experience.

Certification



The Certified Service Business Manager certification, approved by the ISS ServiceAcademy, proves that graduates have the necessary knowledge and skills to meet the professional leadership and development needs of a service organization or parts of a service organization.

The courses have been certified since 1992, since 2009 by the ISS ServiceAcademy. The high quality and topicality of the certificate courses is ensured by the advisory board of the ISS ServiceAcademy.

Our services

- Participation in webinars
- Participation in classroom courses (three days of attendance) and networking
- Course documents
- Drinks and lunch
- Written exam
- Accompanying the participants and mentors/champions from the company
- Evaluation of the business projects and presentations in web conferences
- Certificate graduation

Your investment

Your time for

- 5 attendance days in the 1st course program (Certified Service Management Compact) as well as the service concept,
- webinars and 3 attendance days as well as the preparation of the Business Projects per program (2 - 4), and the Real Life Project (RLP),
- as well as preparatory and follow-up activities and personal elaboration during the course period.



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| 1. Certified Service Management Compact | €3,680.00 + €1,200.00 plus VAT |
| 2. Certified Business Development | €3,680.00 + €1,200.00 plus VAT |
| 3. Certified Operational Excellence | €3,680.00 + €1,200.00 plus VAT. |
| 4. Certified Service in Transition | €3,680.00 + €1,200.00 plus VAT |
| 5. Real Life Project | €2,800.00 plus VAT |

On booking the entire course, the total price of €22,320.00 plus will be reduced VAT to **€19,600.00 plus VAT, including all exams and accompanying project work.**

Business Networking Package

The Business Networking Package is **optional** and includes the individual support of the participant throughout the entire duration of the course. **Evening events with course participants and accommodation in the same hotel** promote networking between the participants and increases their motivation. This package was developed for holistic learning and has proven to be a valuable addition to the course.

The price is subject to fluctuations due to the event and hotel selection and is communicated individually.

Information and registration

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In addition to the open certificate courses, seminars and workshops, the ISS also carries out company-specific programs.

With its corporate programs to increase the services provided to companies and their customers, ISS has been involved in personnel development for over 10 years both nationally and internationally. Consulting services of ISS Consulting complete the range of services, focusing on organizational development.

Service First is the philosophy of the ISS, while the ISS ServiceCompass offers navigation.

The ISS International Business School of Service Management is a service of International Services and Solutions GmbH.

Date 07/29/2024. Changes to the course description remain reserved.