



Certified Service Management Compact

With professional service to customer satisfaction and operational efficiency

ISS SERVICE
ACADEMY

Those who take responsibility need management skills in order to realize tasks entrusted to them professionally and successfully. In addition, **expertise** can be built up, e.g. the development and marketing of a service portfolio, internal and external customer, revenue and cost management, the development of business excellence, and service controlling. This builds **expert knowledge**.



So if you want to drive **service business**, build new business areas, intensify customer relationships and lead the team successfully, you need specific **management skills** which include working conceptually and knowing the leverage for growth.



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Benefit for the participant

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 implementation tools required for modern service practice are systematically and compactly conveyed and made tangible based on the development of a concept 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

You experience an interesting and intensive exchange of experience with the trainers and course participants from other companies and industries - often, the network lasts long after the course.

The intensive technical support by the trainers makes it possible that also your individual questions can be treated.

After passing the final exam and completing the accompanying service concept for your area of responsibility, you will receive a certificate from ISS ServiceAcademy.

Participants report:

“The seminar Service Management Compact has given me many new insights and ideas for my work.”

“The SMC cuts all topics in the service in very short time, that was crucial for me to choose this. Especially interesting were the service planning and service strategy ... company numbers, too. What I expected was fulfilled.”

“For me, the approach in management, finance and controlling was exciting, the service manager of today combines a lot with each other. What I expected was fully fulfilled.”



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Benefits for the company

- Strengthening the competence of employees in their specific functions and roles
- Increased efficiency and effectiveness in daily processes
- Competitive advantage through certified service employees
- Business management of service areas promotes growth and profit
- Methods and procedures for optimizing the service organization are used

Participants

- Employees who have responsibility for the operational service business in various markets and regions
- Employees who manage outsourced service partners and who want to be responsible for customer satisfaction
- Employees who want to generate new innovations in service
- Executives with experience from the technical service field
- Former participants of the “Service Business Competence” Programm
- Participants attending the SMC as the first module of the Certified Service Business Manager management course

Objectives of the course

Participants will gain an **overview of all management knowledge** in order to professionally expand their service business. **Methods and tools** help to act effectively and efficiently, to develop effective service concepts, e.g. with the **9 Ps**. The **Service Business Model Canvas (SBMC)** structures the added value for those involved and forms the basis of the service concept and a business plan.

Differentiation from the competition and increased productivity are the core of a viable, future-proof service concept that is individually developed and coordinated. Service concepts cannot be realized right away, new circumstances and requirements should always be planned. The implementation requires time (!) and a target and action plan. For a first concept, the ISS supports the participants over a period of four weeks.

Awareness of the changing markets, the new role and the future role of the service organization.

Identification and analysis of different customer groups and their requirements.

Optimization of feedback processes regarding customer/market requirements and identification of key trends in international technical services.

Benchmark: compare your own service with the service business of other successful companies.

Training of controlling instruments for an efficient service management.

Analyze and optimize service processes to increase operational performance.



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Course Contents

Management of changes in the service market

- The importance of service as the growth driver of the future
- Customer loyalty and satisfaction
- Development of market-oriented services
- Innovation management in service

Management of internal and external customers

- Analysis of market and customer feedback
- Effective cooperation with internal and external customers
- Complaints management
- Cooperation with business partners
- Methods of Consultative Service Selling

Service controlling as revenue and cost management in service

- What does economy mean?
- Profit or cost center?
- Business accounting
- Planning cycle and budget creation
- Profit and loss account in the service

Service controlling and process optimization as a success factor

- Capital budgeting
- Influence of the service on the company's success
- Cash flow management
- Analysis of business processes
- Process optimization

Implement business excellence in service

- Success factors (key success factors) and key figures (key performance indicators)
- The service manager as a driver of success
- Business balanced score card
- EFQM – model for achieving business excellence
- Transfer management – personal action plan



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Methodology

- Keynote speeches and dialogue-oriented lectures
- Plenary discussion and active exchange of experience
- Daily transfer of the respective training content into one's own work practice through
 - the transfer of the 9 Ps into your own practice
 - the processing of the Service Business Model Canvas
 - the systematic development of your own service concept
- Individual work and group work
- Case studies, role playing games
- On request individual consultation and coaching

Speakers and coaches

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.

Our services

- Course participation and networking
- Course documents
- Drinks and lunch
- Written exam
- Supervision in the development of your own service concept
- Accompanying the participants and mentors/champions from the company over 4 weeks after the classroom training
- Certificate graduation

Certification



On the last day, there will be a **written exam** with open and multiple-choice questions. Two weeks after classroom training, the development of your **own practical service concept** begins. This lasts four weeks and is actively supported by the ISS Business School and finally evaluated. After passing the final exam and successfully developing their own service concept, the participants receive a certificate from the ISS ServiceAcademy.

With the certificate of the course “Service Management Compact” the graduates prove that they have acquired the necessary knowledge and skills to optimally and profitably align existing resources with the needs and references of the customers and the market.

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.



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Your investment

Your time to participate in the five days of presence as well as preparatory and follow-up activities and personal work during the course period.

This includes in particular the work on the subsequent service concept for your own company. The accompanying development of the service concept also secures the payback for the investment of the posting company in further education.

Course

5 days of intensive classroom training € 3,680.00 plus VAT

Certification

Final exam and four-week supervision at the development of your own service concept € 1,200.00 plus VAT

Business Networking Package

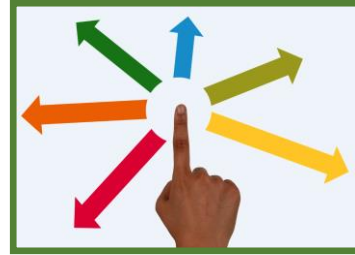
The Business Networking Package is **optional** and includes the individual support of the participant throughout the entire duration of the course. **Evening events with course participants and accommodation in the same hotel** promote networking between the participants and increases their motivation. 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.



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Possible further qualifications



**Certified
Business Development**

**Webinars
3 attendance days
Business Project**

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.

**Certified
Operational Excellence**

**Webinars
3 attendance days
Business Project**

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.

**Certified
Service in Transition**

**Webinars
3 attendance days
Business Project**

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, of co-creation with customers and partners as well as possible contracts are being worked on.

**Certified
Service Business Manager**

Real Life Project

The Real Life Project (RLP) is the final project work for the Certified Service Business Manager. A project originating directly from the work environment of the participant is already discussed with the trainers during the preceding programs, selected and prepared in writing over a 3-month period before being presented to a commission for graduation. The participants are actively supported by the expert trainers during the preparation of the RLP.



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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 04/25/2018. Changes to the course description remain reserved.