



## Icebreaker

XX – CX – EX – UX = HX  
... what triggers change?



Pls click on the picture

# Welcome

## ISS Certified Service Management Compact

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Hamburg, November 7<sup>th</sup> – 11<sup>th</sup>, 2022

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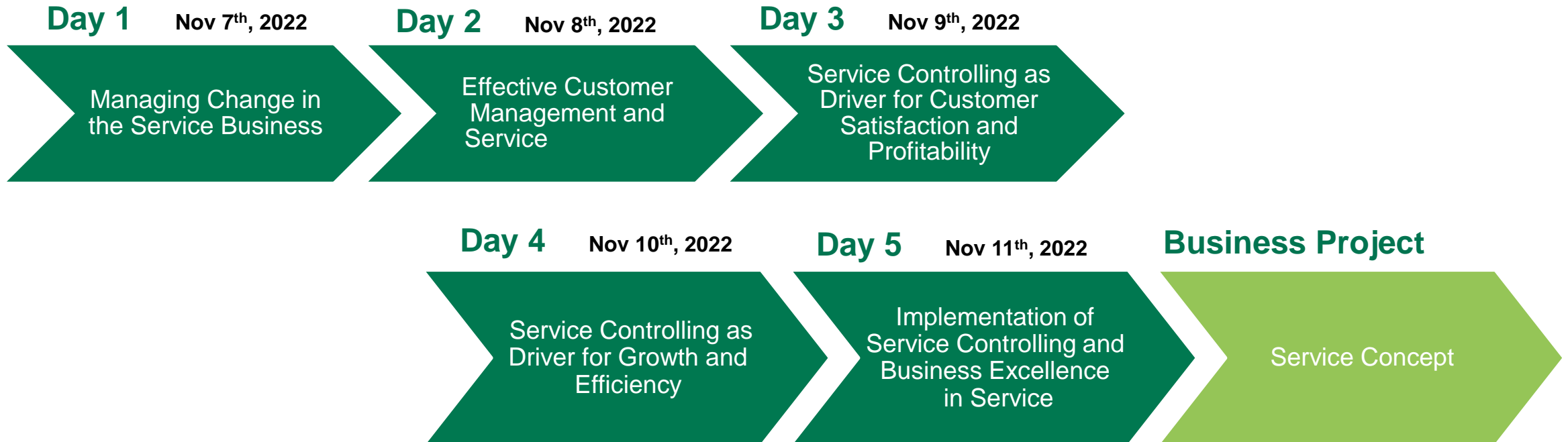
Dorotheenstraße 29 A • 22301 Hamburg • Phone: +49 (0)40-536 991-55

E-Mail: [contact@iss-hamburg.de](mailto:contact@iss-hamburg.de) • Internet: [www.iss-hamburg.de](http://www.iss-hamburg.de) • Fax: +49 (0)40-536 991-66

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# Service Management Compact





## Agenda – Monday, November 7<sup>th</sup>

<b>Block 1</b>  <b>9:00 – 10:30</b>	<b>The role of service as a future growth driver and differentiator</b> - Current challenges for many companies and need for change - Defining service goals - Analysis of external service business environment
Coffee Break	
<b>Block 2</b>  <b>11:00 – 12:30</b>	<b>From product centricity towards customer centricity</b> - Stairway to servitization - The challenges of servitization - New service business models  <b>Tasks of the service manager</b> - Responsibilities of service managers - Regional differences - The new role of the service entrepreneur/intrapreneur
Lunch Break	
<b>Block 3</b>  <b>13:30 – 15:00</b>	<b>Understanding customer needs; building customer satisfaction and loyalty; organizing for customer feedback</b> - Segmenting customers for services - Market and customer analysis by segment - Types of customer loyalty and customer feedback channels
Coffee Break	
<b>Block 4</b>  <b>15:30 – 17:30</b>	<b>External and internal service business analysis</b> - Competitor analysis - Analysis of own service organization - SWOT analysis
Flashlight of the day	



## Agenda – Tuesday, November 8<sup>th</sup>

<b>Block 1</b> <b>9:00 – 10:30</b>	<b>Effective cooperation with internal and external customers</b> - Overcoming the 'silo' mentality - Leading internal 'customers' without formal authority - Managing the total customer experience across all touch points
Coffee Break	
<b>Block 2</b> <b>11:00 – 12:30</b>	<b>Complaints management</b> - How customers react to poor service - Bad news spreads quickly - Process of a positive customer conversation  <b>Service partner management</b> - Pros for own service organization - Pros for outsourced service organization - Steps in partner management
Lunch Break	
<b>Block 3</b> <b>13:30 – 15:00</b>	<b>Service innovation: Developing market-driven service products</b> - Creating ideas for new services considering markets and business trends - Quantifying the value-to-customer of a service product - Defining the product model for a new service and applying the Service Business Model Canvas
Coffee Break	
<b>Block 4</b> <b>15:30 – 17:30</b>	<b>The strategic service marketing process</b> - The 9 P's framework for service strategy operationalization - Service place and sales strategy - Service promotion strategy
Flashlight of the day and next steps	



## Agenda – Wednesday, November 9<sup>th</sup>

<b>Block 1</b>  <b>09:00 – 10:30</b>	<p><b>The role of a Service Manager - Part 2</b></p> <ul style="list-style-type: none"> <li>- From Strategy to Operations – Key Successfactors</li> <li>- Tasks and Responsibilities (Job Description)</li> </ul> <p><b>Service Finance and Controlling – Part 1</b></p> <ul style="list-style-type: none"> <li>- Core Elements of Service Business + Service Life Cycle</li> </ul>
	Coffee Break
<b>Block 2</b>  <b>11:00 – 12:30</b>	<p><b>Service Finance and Controlling Part 2</b></p> <ul style="list-style-type: none"> <li>- Financial Tools (Balance Sheet , Cash Flow, Profit &amp; Loss Statement)</li> <li>- Business Cost Accounting + Service Planning Cycle, Return of Invest Calculation</li> </ul>
	Lunch Break
<b>Block 3</b>  <b>13:30 – 15:00</b>	<p><b>Price Management</b></p> <ul style="list-style-type: none"> <li>- The Main Pricing Strategies</li> <li>- Spare part and Contract Pricing and their impact on Financials</li> <li>- Pricing for a new service</li> </ul>
	Coffee Break
<b>Block 4</b>  <b>15:30 – 17:00</b>	<p><b>People – Skills &amp; Resources</b></p> <ul style="list-style-type: none"> <li>- People Capacity &amp; Cost Planning</li> <li>- Utilization</li> <li>- Planning and building up People for a new service</li> </ul> <p><b>Wrap up and Key Learnings from the day</b></p>
	Coffee Break
<b>Block 5</b>  <b>17:20 – 19:30</b>	<b>Special Key Note</b>



## Agenda – Thursday, November 10<sup>th</sup>

<b>Block 1</b> <b>09:00 – 10:30</b>	<b>Partner Management in Service Part 1</b> - Reasons and areas for partnering - Partner Management and Maturity Model - Influence of Partnering on Financials
	Coffee Break
<b>Block 2</b> <b>11:00 – 12:30</b>	<b>Partner Management in Service Part 2</b> - Decision making process - Partner selection - Defining and deciding partnering for a new service
	Lunch Break
<b>Block 3</b> <b>13:30 – 15:30</b>	<b>Process Management in Service Business</b> - Benchmarking as a method to improve - Process improvement tools and methods - Influence of process improvement to financials - Service Life Cycle Management
	Coffee Break
<b>Block 4</b> <b>16:00 – 17:00</b>	<b>Change Management</b> - Change Management and Paradigm shift - Dealing with Resistance and finding Stakeholders - Managing Change and Process for a new Service <b>Wrap Up and Key Learnings from the day</b>
	Coffee Break
<b>Block 5</b> <b>17:10 – 18:00</b>	<b>Service Concept Development</b> - What did you learn today and how can you use it for your business concept



## Agenda - Friday November 11<sup>th</sup>

<p><b>Block 1</b> <b>9:00 – 11:45</b></p>	<p><b>Physical Evidence in Service Business</b> - Types of physical evidences - Impact of physical evidence on financials</p> <p><b>Performance Management</b> - Customer Service Excellence - Service Business Model - Performance Indicators - Service Controlling/ Service Excellence Assessment</p>
<p>Coffee Break inbetween</p>	
<p><b>Block 2</b> <b>11:45 – 12:30</b></p>	<p><b>Discussion about the Service Concepts</b> - Topic - Structure - Content</p>
<p>Lunch Break</p>	
<p><b>Block 3</b> <b>13:30 – 14:30</b></p>	<p><b>Wrap Up / Feedback</b> - Key Learnings of the last days - Preparation for Test</p>
<p>Coffee Break</p>	
<p><b>Block 4</b> <b>14:45 – 16:45</b></p>	<p><b>Practical Test</b></p>



## **For your notes – Business Project ideas and more ...**