



# Certified Operational Excellence

**Improve efficiency, processes and key figures –  
practice excellence**

**ISS** SERVICE  
ACADEMY

What are the levers for operational excellence, for customer-oriented “service production” which is constantly improving and also envisages employee satisfaction and own profitability as a measure of success?

Important is the approach of steady improvement. At the same time, acting as a team is important. When services are developed and sold with customers, “operations” should be involved, as they ensure that what the customer expects and commissions is realized.



In this blended learning course, the organization and processes of the service operations and sales as well as call center and helpdesk topics are addressed. Only the successful coexistence of all three areas and a well-made “customer journey” which generates customer enthusiasm at the touchpoints creates “excellence”.

If quality management and audits are understood as helpful support for improvement, i.e. as development parameters, the service organization will fulfill the brand promise sustainably!

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### Benefit for the participant

This course focuses on three topics that are fundamental to operational excellence. It outlines methods and procedures to establish and expand an optimal service organization, oriented towards the required processes of the respective business area.

The participants receive initial information packages on the topics in the webinar, upfront of the attendance days. Supplementary study documents offer opportunity to familiarize yourself with the topics and to work on the preparation of the attendance days.

### On completion of the course, the participants are able to

- align a service organization based on the required processes and continuously optimize them according to changing requirements,
- design the service distribution activities and their basic parameters,
- build up call centers and help desks and control their key figures.

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.

### Benefits for the company

- Strengthening the competence of employees in their specific functions and roles
- Increased efficiency and effectiveness in daily processes
- Return on Investment: The accompanying Business Project directly returns added value to the company.
- The blended learning concept provides a systematic transfer of learning experience throughout the duration of the course.



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### 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.

### Objectives of the course

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.

### Course contents

#### Organization and processes

- Service – structure and process organization
  - Forms of organization
  - Core and support processes
  - Collaboration with other departments/external partners
  - Process management in service
  - Structured process analysis and process optimization
- Service sales management
  - Distribution channels and groups
  - Key account management
  - Inquiries and acquisition

#### Customer journey

- The right perspective for inspiring contacts, both externally and internally
- Call center and help desk management - in customer contact
- Communication and presentation



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- Tools of communication
- Presentation of solutions
- Success factors at the customer touchpoint
- Service culture, basis for a successful relationship management
- Selling services
  - The service manager at the point of sale
  - Effective presentation in service sales
  - The consultative selling approach

### Quality management

- The EFQM model as an enterprise-wide approach to increasing efficiency
- Service Quality Management Systems
  - Management systems at a glance
  - Evaluation of typical process indicators
- Activating complaint management as a basis for operational excellence
- Audit and development paths for partners

### Preparing and presentation of the Business Project

#### Business Project

At the end of the day, the participants work out the basic structure of their Business Projects with the respective trainers. At the end of the attendance phase, possible topics for the Business Project are named for this course. The project topic is coordinated within two weeks to cover the interests of the company. In the following 4 weeks, the project will be developed and after approval it will be presented in a group web-session and evaluated by the ISS ServiceAcademy.



For the project identification as well as the further steps after the classroom training, a mentor/champion will be appointed internally by the seconding company to support the participant. The mentor/champion has a supporting function, e.g. to obtaining required data/information from the company.

This form of knowledge transfer is based on a democratic understanding of knowledge transfer and the roles of participants, coaches and mentors/champions (from the seconding company), which, in connection with a generally co-determining, participatory action and interest orientation, also takes into account the demand for holistic learning experiences.



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## Methodology

### Blended Learning

Webinars: introduction to the topics

- Operational excellence
- Organization and processes
- Customer journey
- Quality management

Before starting the classroom training, the participants submit three possible topics to work on in the Business Project naming the mentor/champion from the seconding company to the ISS Service Academy.

### Classroom training

- Keynote speeches and dialogue-oriented lectures
- Plenary discussion and active exchange of experience
- Individual work and group work
- Case studies and role-playing
- Accompanying the business project from personal work practice

### Business Project

- Independent work on a task from planning through implementation to presentation
- Democratic and activity-based learning
- The topic field is usually selected by the participants

## 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.



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### Our services

- Participation in webinars
- Participation in classroom courses (three days of attendance) and networking
- Course documents
- Drinks and lunch
- Accompanying the participants and mentors/champions from the company over 4 weeks after the classroom training
- Evaluation of the business project and presentation in web conference
- Certificate graduation

Direct implementation of the theoretical learnings into practice – personal payback, customer added value and a direct return on investment for the company by the Business Project.

### Certification



This course is an offer that promotes the qualification of non-technical staff – business administration and communication. The aim is to implement methods and procedures to expand the service business in one's individual work practice.

With the Certified Business Development Certificate, graduates prove that they have acquired the necessary skills and knowledge to optimally and profitably align existing resources with the needs and references of customers and the marketplace.

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.

### Your investment

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

In particular, this includes the work on the subsequent Business Project with a current reference to the topic from your own company. At the same time, the Business Project also ensures the payback for the seconding company's investment in advanced training.

#### Course

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

#### Certification

Final exam and Business Project € 1,200.00 plus VAT



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### Business Networking Package

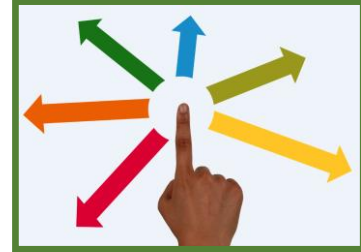
The Business Networking Package is **optional** and includes the individual support of the participant throughout the entire duration of the course. **Evening events with course participants and accommodation in the same hotel** promote networking between the participants and increases their motivation.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



## Certified Operational Excellence

Possible further qualifications



**Certified  
Service Management Compact**

**5 attendance day  
Project work service concept**

This 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.

**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  
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.