

INNOVATIVE SERVICE MANAGEMENT: STRATEGIES FOR SUCCESS



GENTEX[®]
TRAINING CENTER



Introduction

Innovative Service Management: Strategies for Success Training Course gives service leaders the practical frameworks they need to design, deliver, and improve services that customers value. The course examines how service organisations create difference through structure, process, and people rather than price alone. Participants explore service design thinking, the Service Profit Chain, and the gaps model of service quality, then apply them to their own operations. Furthermore, the programme connects strategy to daily delivery, so teams can act on insight rather than intention. As a result, learners leave with a clear plan for raising satisfaction, loyalty, and margin at the same time. The content suits managers who own service results and want proven methods rather than theory alone.

Innovative Service Management: Strategies for Success Course Objectives

- Define the core principles of innovative service management and their link to business performance.
- Apply the Service Profit Chain to connect employee capability, customer value, and profit.
- Use the SERVQUAL gaps model to diagnose where service quality breaks down.
- Map customer journeys and identify moments that shape satisfaction and loyalty.
- Design service blueprints that align front-line delivery with back-office support.
- Apply service-dominant logic to co-create value with customers rather than for them.
- Build service recovery and complaint-handling processes that retain at-risk customers.
- Select digital service tools and channels that fit customer needs and cost targets.
- Develop service KPIs, including Net Promoter Score and Customer Effort Score, that guide decisions.
- Lead a service innovation project from concept through pilot, measurement, and rollout.



Course Methodology

- Interactive workshops built around real service scenarios.
- Case studies from banking, hospitality, telecom, and healthcare.
- Group exercises using service blueprinting and journey mapping.
- Hands-on practice with the SERVQUAL diagnostic and KPI dashboards.
- Structured peer review and facilitator feedback on each team's improvement plan.

Who Should Take This Course

- Service managers and team leaders.
- Customer experience and quality managers.
- Operations and front-line supervisors.
- Innovation and continuous improvement specialists.
- Marketing and customer care professionals.
- Consultants and analysts working on service transformation.

Innovative Service Management: Strategies for Success Course Outlines

Day 1: Foundations of Innovative Service Management

- Core concepts of service and service-dominant logic.
- The Service Profit Chain and its internal links.
- Difference between service quality and customer satisfaction.
- Value co-creation with customers and partners.
- Service ecosystems and stakeholder mapping.

LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Benchmarking leading service organisations.
- Setting the business case for service improvement.

Day 2: Understanding Customer Needs and Expectations

- Models of customer expectation and perceived value.
- The SERVQUAL gaps model and the five quality dimensions.
- Customer journey mapping from awareness to advocacy.
- Personas, segmentation, and voice-of-customer research.
- Net Promoter Score and Customer Effort Score in practice.
- Root-cause analysis of service complaints.
- Turning customer insight into service design requirements.

Day 3: Designing and Blueprinting Services

- Principles of service design thinking.
- Service blueprinting: front-stage, back-stage, and support processes.
- Fail points and moments of truth in service delivery.
- Channel design across digital, phone, and in-person touchpoints.
- Prototyping and piloting new service concepts.
- Role of automation and self-service tools.
- Aligning people, process, and technology in the design.

Day 4: Delivering, Measuring, and Recovering

- Service standards, SLAs, and internal service agreements.
- Workforce capability, empowerment, and service culture.



LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Service recovery and complaint-handling frameworks.
- Building dashboards with service KPIs and balanced metrics.
- Mystery shopping and quality assurance audits.
- Using Lean and Six Sigma tools to cut service waste.
- Continuous improvement cycles such as PDCA.

Day 5: Leading Service Innovation and Strategy

- Building the strategic roadmap for service innovation.
- Managing change and overcoming internal resistance.
- Business case and ROI modelling for service initiatives.
- Cross-functional governance and accountability.
- Scaling successful pilots across the organisation.
- Sustaining a culture of innovation and learning.
- Action planning: your 90-day service improvement plan.

Conclusion

By successfully completing Innovative Service Management: Strategies for Success, participants will have acquired a practical command of service design, quality measurement, and innovation leadership. They will know how to diagnose service gaps, redesign delivery around customer value, and build metrics that drive improvement. In addition, they will hold a structured plan for applying these methods inside their own organisation. Gentex Training Center delivers this programme with experienced practitioners who connect every framework to real service operations.





FAQs for the Innovative Service Management: Strategies for Success course

Q1 What is the "Innovative Service Management: Strategies for Success" course about?

It explains how organisations design, deliver, and improve services that customers value. The course links service strategy to daily operations and shows how innovation in process, channel, and culture raises satisfaction, loyalty, and profit together.

Q2 What are the key benefits of the "Innovative Service Management: Strategies for Success" course?

Participants learn to find and fix service quality gaps before customers leave. They gain tools to redesign journeys, cut service waste, measure performance with trusted metrics, and present service improvement as a clear business case that leaders will fund.

Q3 What skills will I gain from the "Innovative Service Management: Strategies for Success" course?

Service blueprinting and journey mapping, service quality diagnosis using the SERVQUAL gaps model, service KPI design and dashboarding, and service innovation leadership and change management.



Q4 What tools, methods, or standards are covered in the "Innovative Service Management: Strategies for Success" course?

The course covers the Service Profit Chain, SERVQUAL, service blueprinting, customer journey mapping, Net Promoter Score, Customer Effort Score, SLAs, Lean and Six Sigma service tools, PDCA improvement cycles, and service design thinking methods.

Q5 How is the "Innovative Service Management: Strategies for Success" course applied in real-world practice?

Participants apply it to live service problems in their own units. Typical work includes blueprinting a failing process, removing a key fail point, redesigning a complaint-handling path, and launching a KPI dashboard to track progress.