MERCURY

Service Excellence & Back-office Optimization

24 – 28 January 2027
Dubai (UAE)



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Ref: 16430_1020323 **Date:** 24 – 28 January 2027 **Location:** Dubai (UAE) **Fees:** 4600 Euro

Introduction:

In today's competitive business landscape, exceptional service delivery is paramount, not only for customer-facing teams but also for back-office operations. This Service Excellence and Back-office Optimization course bridges the gap between front-end service and back-end efficiency, ensuring a seamless and high-quality experience for all stakeholders. Participants will delve into strategies that enhance service quality, streamline administrative processes, and foster a culture of excellence throughout the organization.

Through a blend of theoretical insights and practical applications, the Service Excellence and Back-office Optimization program aims to cultivate an understanding of service excellence and operational optimization. Attendees will implement best practices that elevate service standards and optimize back-office functions. This training is ideal for professionals seeking to enhance their service delivery and operational efficiency, contributing to the overall success and competitiveness of their organizations.

Targeted Groups:

This Service Excellence and Back-office Optimization training targets professionals seeking specialized knowledge and skills:

- Customer service managers aim to enhance team performance.
- Back-office staff focused on process improvement.
- Administrative professionals seeking efficiency strategies.
- Operations managers are interested in service quality enhancement.
- Team leaders are responsible for internal service delivery.
- HR professionals are involved in service training programs.
- Quality assurance personnel monitoring service standards.
- Executives overseeing service excellence initiatives.

Course Objectives:

Participants will achieve the following objectives by completing the Service Excellence and Back-office Optimization course:

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- Understand the principles of service excellence and their application in back-office settings.
- Identify key performance indicators for service quality and operational efficiency.
- Develop strategies to enhance internal customer satisfaction.
- Implement process optimization techniques to streamline back-office operations.
- Apply best practices in communication and collaboration across departments.
- Utilize technology and automation tools to improve service delivery.
- Evaluate and manage service performance through continuous feedback mechanisms.
- Foster a culture of continuous improvement and service excellence within the organization.

Targeted Competencies:

Participants will gain the following competencies during the Service Excellence and Back-office Optimization program:

- Advanced understanding of service excellence frameworks and their relevance to back-office functions.
- Proficiency in analyzing and improving service processes for enhanced efficiency.
- Skills in designing and implementing effective service quality measurement systems.
- Ability to lead cross-functional teams in service improvement initiatives.
- Expertise in utilizing digital tools and platforms to optimize service operations.
- Competence in managing stakeholder expectations and fostering positive relationships.
- Capacity to drive organizational change towards a customer-centric culture.
- Adeptness in conflict resolution and problem-solving in service contexts.

Studying Scenarios:

In this Service Excellence and Back-office Optimization training, participants will develop their skills through the analysis of the following scenarios:

- Optimizing invoice processing workflows to reduce errors and delays.
- Enhancing communication channels between customer service and back-office teams.
- Implementing a ticketing system for efficient issue resolution.
- Streamlining data entry processes to minimize redundancy.
- Developing a feedback loop for continuous service improvement.
- Training staff on handling internal service requests effectively.
- Establishing performance metrics for back-office operations.
- Conducting root cause analysis for recurring service issues.

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Course Content:

Unit 1: Foundations of Service Excellence:

- Defining service excellence and its impact on organizational success.
- Exploring the relationship between front-office and back-office operations.
- Understanding the role of internal customers in service delivery.
- Identifying the elements of a service excellence culture.
- Assessing current service standards and areas for improvement.
- Setting realistic goals for service excellence initiatives.
- Aligning service excellence objectives with organizational strategy.
- Developing a service excellence framework tailored to the organization.

Unit 2: Back-office Optimization Strategies:

- Mapping and analyzing back-office processes for inefficiencies.
- Implementing Lean principles to eliminate waste and streamline operations.
- Utilizing automation tools to enhance productivity.
- Redesigning workflows to improve service delivery speed.
- Integrating back-office systems with customer-facing platforms.
- Establishing clear communication protocols between departments.
- Monitoring and evaluating the effectiveness of optimization efforts.
- Scaling successful optimization strategies across the organization.

Unit 3: Enhancing Internal Customer Satisfaction:

- Recognizing the importance of internal customers in service excellence.
- Developing training programs to improve internal service skills.
- Creating channels for internal feedback and suggestions.
- Addressing common challenges in internal service delivery.
- Implementing recognition and reward systems for exceptional internal service.
- Fostering a collaborative environment to support internal customers.
- Evaluating internal customer satisfaction through surveys and metrics.
- Continuous improvement practices for internal service enhancement.

Unit 4: Leveraging Technology for Service Optimization:

- Identifying technological tools that support service excellence.
- Implementing customer relationship management CRM systems.
- Utilizing data analytics to inform service decisions.
- Adopting cloud-based solutions for operational flexibility.
- Ensuring data security and privacy in service operations.
- Training staff on new technologies and systems.
- Evaluating the return on investment for technological investments.
- Staying abreast of emerging technologies in service delivery.

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Unit 5: Sustaining a Culture of Service Excellence:

- Embedding service excellence into organizational values and mission.
- Developing leadership strategies to promote service excellence.
- Conducting regular training and development programs.
- Establishing performance appraisal systems aligned with service standards.
- Encouraging innovation and creativity in service delivery.
- Building resilience to adapt to changing service expectations.
- Communicating the importance of service excellence across all levels.
- Celebrating successes and learning from challenges in service delivery.

Final Insights & Key Takeaways:

This course equips professionals with the knowledge and skills to enhance service quality and optimize back-office operations. By integrating service excellence principles into all facets of the organization, participants will contribute to a more efficient and customer-centric workplace.