MERCURY

Service Development and Excellence Training Course

26 – 30 September 2027
Doha (Qatar)



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Ref: 16278_1069996 **Date:** 26 – 30 September 2027 **Location:** Doha (Qatar) **Fees:** 5500 Euro

Introduction:

In today's highly competitive business landscape, organizations must prioritize exceptional service development and delivery to achieve sustainable success. This Service Development and Excellence training course equips participants with the tools, methods, and frameworks necessary to design, implement, and enhance service strategies that align with organizational goals. It provides practical approaches to understanding customer needs, building service quality standards, and ensuring consistent performance excellence.

Through interactive discussions and real-world case studies, participants will learn how to transform service operations into a competitive advantage. The Service Development and Excellence program addresses both strategic and operational aspects of service excellence, ensuring a learning experience. It covers innovation in service delivery, continuous improvement processes, and effective performance monitoring. Participants will lead service transformation initiatives and foster a culture of excellence.

Targeted Groups:

This Service Development and Excellence training course targets professionals seeking specialized knowledge and skills:

- Service managers are seeking to improve operational standards.
- Customer experience specialists are aiming to enhance service quality.
- Business development officers focus on service innovation.
- Quality assurance professionals maintain service excellence benchmarks.
- Operations managers are optimizing service delivery processes.
- Human resource professionals are driving service culture initiatives.
- Entrepreneurs are building competitive service-oriented businesses.
- Public sector officials delivering citizen-focused services.
- Training and development officers fostering service excellence skills.
- Consultants providing service improvement strategies.

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Course Objectives:

Participants will achieve the following objectives by completing the Service Development and Excellence course:

- Analyze current service performance and identify areas for improvement.
- Apply proven frameworks to design customer-focused service strategies.
- Develop clear service quality standards aligned with organizational goals.
- Implement innovative solutions for enhanced service delivery.
- Measure and evaluate service performance using relevant metrics.
- Improve cross-departmental collaboration for service enhancement.
- Identify gaps in customer experience and address them effectively.
- Enhance decision-making skills for service-related challenges.
- Lead teams in executing service excellence initiatives.
- Build resilience in service operations to adapt to market changes.
- Apply continuous improvement principles to maintain service quality.
- Establish monitoring systems for sustainable service performance.
- Communicate effectively with stakeholders about service outcomes.
- Foster an organizational culture centered on customer satisfaction.
- Drive measurable improvements in service efficiency and effectiveness.

Targeted Competencies:

Participants will gain the following competencies during the Service Development and Excellence program:

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- Strategic thinking in service development.
- Advanced problem-solving in service delivery.
- Customer relationship management expertise.
- Quality control and process optimization skills.
- Leadership in service improvement initiatives.
- Data-driven decision-making capabilities.
- Effective communication in service contexts.
- Innovation and creativity in service design.
- Project management for service excellence.
- Performance monitoring and reporting skills.
- Change management for service transformations.

Course Content:

Unit 1: Foundations of Service Development and Excellence:

- Define service development and excellence concepts.
- Understand the role of service quality in business success.
- Explore the relationship between customer satisfaction and loyalty.
- Assess the impact of organizational culture on service delivery.
- Identify key elements of service performance measurement.
- Study global trends in service innovation and excellence.
- Examine the role of leadership in driving service quality.
- Understand customer-centric business models.
- Establish the link between strategic planning and service delivery.

Unit 2: Service Design and Strategy Development:

- Map customer journeys to identify touchpoints.
- Develop service blueprints for operational clarity.
- Align service design with brand values and promises.
- Apply tools for creative service innovation.
- Incorporate digital transformation into service strategies.
- Segment target audiences for tailored service delivery.
- Create value propositions that resonate with customers.
- Establish measurable objectives for service projects.
- Develop contingency plans for service disruptions.

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Unit 3: Service Quality Management and Improvement:

- Define service quality standards and benchmarks.
- Apply quality management frameworks to service delivery.
- Conduct gap analyses for identifying service weaknesses.
- Implement continuous improvement methodologies.
- Use performance metrics to track service quality.
- Integrate customer feedback into improvement plans.
- Apply root cause analysis for service issues.
- Monitor compliance with service policies and procedures.
- Recognize the role of employee engagement in service quality.

Unit 4: Leadership and Culture in Service Excellence:

- Foster a service-oriented organizational culture.
- Lead teams through service transformation projects.
- Inspire employees to embrace customer-first thinking.
- Communicate service vision and goals effectively.
- Manage resistance to service process changes.
- Develop leadership skills for service-driven organizations.
- Encourage innovation at all organizational levels.
- Support professional development in service skills.
- Build recognition systems for outstanding service performance.

Unit 5: Measuring, Monitoring, and Sustaining Excellence:

- Establish key performance indicators KPIs for services.
- Conduct regular service performance reviews.
- Use analytics to predict service demand trends.
- Benchmark services against industry leaders.
- Implement feedback loops for continuous enhancement.
- Document and share best practices internally.
- Manage risks affecting service delivery.
- Sustain improvements through governance frameworks.
- Develop long-term strategies for service excellence sustainability.

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Final Insights & Key Takeaways:

The Service Development and Excellence training course empowers professionals to deliver measurable, high-quality service outcomes. It integrates strategy, leadership, and operational best practices into a comprehensive skill set. Participants gain actionable insights into service innovation, quality management, and performance sustainability. By applying these techniques, organizations can strengthen customer trust and secure a competitive market advantage.