Certificate in Business Service Design Training

Duration: **3 Day**

BILGINÇ IT Academy
info@bilginc.com
bilginc.com

Overview

The need for organizations to continuously innovate and adapt their services to meet the ever-changing, and increasingly demanding, expectations of their customers is more of a challenge today than ever! A seamless service experience for the customer can have a significant impact on an organization's reputation, customer acquisition and retention and indeed the company's overall growth. Business Service Design has an in depth focus on business systems, processes, and services behind the customer journey, focusing on their impact on customer satisfaction.

Prerequisites

There are typically no formal prerequisites to take the A4Q Business Service Design certification; however, a basic understanding of service design principles and business practices is recommended for optimal learning.

Target Audience

This course is designed for:

- Business analysts
- Customer journey managers
- Business service designers (including business designers and service designers)
- Product managers
- User researchers

What You Will Learn

By the end of this course, learners will be able to:

- Demonstrate an understanding of the relationship between Business Service Design & business strategy.
- Explain and apply the key principles of:
  - Systems Thinking
  - Service Thinking
  - Design Thinking
  - Lean Thinking
- Develop customer journey & empathy maps.
- Develop service blueprints.
- Explain the relationship between organisational culture & agility.