

SERVICE CENTER DEVELOPMENT AND OPTIMIZATION

“Enhance Service Efficiency and Customer Satisfaction through Optimized Service Centers”

Schedule

Date	Venue	Fees (Online)
16 - 17 Jun 2026	Online	USD 700 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Efficient and well-managed service centers are critical to maintaining high levels of customer satisfaction and operational performance. This 2-day intensive training provides participants with a practical framework for developing and optimizing service centers to enhance productivity, improve service quality, and drive profitability.

The course covers all essential aspects of service center management, including workflow optimization, resource allocation, performance monitoring, and customer experience enhancement. Participants will gain actionable strategies to create service centers that are both efficient and customer-centric, aligned with organizational objectives.

Objectives

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

- Understand key principles of service center operations and management
- Analyze workflows to identify bottlenecks and inefficiencies
- Develop strategies to optimize staffing, processes, and resources
- Implement performance monitoring and improvement mechanisms
- Enhance customer satisfaction through effective service delivery
- Integrate technology and best practices for operational excellence

Why Attend

Participants should attend this training to:

- Improve service center efficiency and effectiveness
- Learn best practices for resource and process optimization
- Gain practical tools to monitor and enhance service performance
- Enhance the customer experience through structured operations
- Strengthen management skills for leading high-performing service centers

Target Audience

This program is designed for:

- Service center managers and supervisors
- Operations and customer service managers
- Business development and strategy professionals
- Team leaders responsible for service performance
- Consultants and professionals focused on service optimization

Individual Benefits

Key competencies that will be developed include:

- Skills to assess and improve service center operations
- Ability to implement process optimization and efficiency measures
- Knowledge of resource allocation and workforce management
- Competence in performance measurement and improvement
- Capability to enhance customer experience and satisfaction

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Streamlined service center operations and reduced inefficiencies
- Higher customer satisfaction and retention rates
- Improved productivity and operational performance
- Stronger alignment of service center processes with business goals
- Adoption of best practices in service center development and management

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Deep dive into service center development principles and optimization strategies
- Case Studies - Real-world examples of successful service center improvements
- Workshops - Hands-on exercises for workflow analysis, resource planning, and process optimization
- Peer Exchange - Group discussions on operational challenges and solutions
- Tools - Templates for performance tracking, workflow design, and customer experience improvement

Course Outline

Detailed 2-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Fundamentals of Service Center Development

Module 1: Overview of Service Center Operations (07:30 – 09:30)

- Understanding the role of service centers in business operations
- Key principles of service center management
- Aligning service center objectives with organizational goals

Module 2: Workflow Analysis and Process Optimization (09:45 – 11:15)

- Identifying bottlenecks and inefficiencies
- Techniques for process improvement
- Case studies on optimized service operations

Module 3: Resource Planning and Staff Management (11:30 – 01:00)

- Optimizing workforce allocation
- Enhancing team performance and accountability
- Best practices in service center staffing

Module 4: Customer Experience and Service Quality (02:00 – 03:30)

- Enhancing customer satisfaction through operational excellence
- Monitoring service quality and feedback
- Developing actionable improvement plans

Day 2: Advanced Service Center Optimization

- Performance monitoring and key metrics for service centers
- Implementing technology and automation for efficiency
- Crisis management and problem-solving in service centers
- Hands-on workshop: Developing a service center optimization plan

Certification

Participants will receive a Certificate of Completion in Service Center Development and Optimization, validating their expertise in service center management, operational efficiency, and customer-focused service strategies.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training

Interested in running this course for your team?

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