



Operations & Quality

# Operations Mastery for Service Managers

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- Location: London
  - Date: From 12/5/2025 To 16/5/2025
  - Investment: \$5950 (Excluding VAT)



**LONDON ROYAL**  
ACADEMY

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## Course Introduction

This 5-day intensive course equips service managers with the advanced knowledge, skills, and tools to optimize service delivery, enhance customer satisfaction, and drive operational excellence. Participants will explore best practices in service operations management, including process improvement, customer experience management, resource optimization, and team leadership.

## Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- Each participant receives a binder containing a copy of the presentation
- slides and handouts
- Post-assessment






## Course Objectives

Upon successful completion of this course, participants will be able to:

- Understand the key principles of service operations management and their impact on customer satisfaction and business performance.
- Analyze and optimize service delivery processes to identify and eliminate bottlenecks and improve efficiency.
- Develop and implement strategies for enhancing customer experience across all touchpoints.
- Effectively manage service teams and foster a high-performing service culture.
- Utilize data analytics and performance metrics to monitor service performance and identify areas for improvement.
- Apply lean principles and other process improvement methodologies to service operations.
- Develop and implement strategies for managing service disruptions and ensuring business continuity.
- Lead and motivate service teams to achieve operational excellence.

## Who Should Attend?

This course is designed for a wide range of service professionals, including:

- Service Managers: In various industries (e.g., hospitality, retail, healthcare, telecommunications)
  - Customer Service Managers
  - Operations Managers
  - Team Leaders
  - Supervisors
  - Anyone involved in the management and delivery of services
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# Course Outline

## Day 1: Foundations of Service Operations Management

- Principles of Service Operations: Service characteristics, service quality dimensions (SERVQUAL), customer expectations.
- Service Delivery Models: Service blueprints, customer journey mapping, service encounters.
- Key Performance Indicators (KPIs) for Service Operations: Customer satisfaction, service levels, operational efficiency.

## Day 2: Service Design and Improvement

- Lean Principles and Six Sigma in Service Operations
- Process Mapping and Flowcharting
- Identifying and Eliminating Service Bottlenecks
- Continuous Improvement Methodologies (e.g., Kaizen, 5S)

## Day 3: Customer Experience Management

- Understanding Customer Needs and Expectations
- Building Customer Relationships and Loyalty
- Complaint Handling and Service Recovery
- Customer Feedback Mechanisms and Analysis
- Creating a Customer-Centric Culture

# Course Outline

## Day 4: Service Operations Technology

- Customer Relationship Management (CRM) Systems
- Service Desk and Help Desk Operations
- Automation and Artificial Intelligence in Service Delivery
- Data Analytics and Business Intelligence for Service Operations

## Day 5: Leadership and Team Management in Service

- Leading and Motivating Service Teams
  - Building High-Performing Service Teams
  - Coaching and Mentoring Service Employees
  - Change Management and Organizational Transformation in Service Operations
  - Case Studies and Real-World Applications
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# Registration & Payment

Complete & Mail to London Royal Academy or email  
registration@londonra.com



## Registration Form

- Full Name (Mr / Ms / Dr / Eng) .....
- Position .....
- Telephone / Mobile .....
- Personal E-Mail .....
- Official E-Mail .....
- Company Name .....
- Address .....
- City / Country .....

### Payment Options

- Please invoice me
- Please invoice my company





# Terms & Conditions

Complete & Mail to London Royal Academy or email  
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## Cancellation and Refund Policy

Delegates have 14 days from the date of booking to cancel and receive a full refund or transfer to another date free of charge. If less than 14 days' notice is given, then we will be unable to refund or cancel the booking unless on medical grounds. For more details about the Cancellation and Refund policy, please visit [www.londonra.com/terms-and-conditions/](http://www.londonra.com/terms-and-conditions/)

## Registration & Payment

Please complete the registration form on the course page & return it to us indicating your preferred mode of payment. For further information, please get in touch with us

## Course Materials

The course material, prepared by the LRA, will be digital and delivered to candidates by email

## Certificates

Accredited Certificate of Completion will be issued to those who attend & successfully complete the programme.

## Travel and Transport

We are committed to picking up and dropping off the participants from the airport to the hotel and back.



# VENUES

 LONDON

 BARCELONA

 KUALA LUMPER

 AMSTERDAM

 ISTANBUL

 SINGAPORE

 PARIS

 DUBAI

# OUR PARTNERS





# THANK YOU

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