

Innovative Service Management: Strategies for Success

Casablanca (Morocco)

26 - 30 October 2025

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Innovative Service Management: Strategies for Success

Code: LM28 From: 26 - 30 October 2025 City: Casablanca (Morocco) Fees: 3300 Pound

Introduction

The Service Innovation and Management training course is designed to provide participants with the knowledge and skills necessary to drive innovation in service organizations. This comprehensive 5-day program focuses on the principles, strategies, and tools required to manage and innovate service processes effectively.

Objectives

- Understand the fundamentals of service innovation and management.
- Learn how to identify opportunities for innovation in service settings.
- Gain insights into designing and implementing innovative service solutions.
- Develop skills to manage service operations and improve service quality.
- Explore case studies and best practices in service innovation.

Course Outline

Day 1

Foundations of Service Innovation and Management

- Overview of Service Innovation
- Key Concepts and Definitions
- The Service Innovation Process
- Role of Technology in Service Innovation
- Case Studies of Successful Service Innovations

Day 2

Identifying Opportunities for Service Innovation

- Market and Customer Analysis
- Identifying Service Gaps and Needs

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- Ideation Techniques for Service Innovation
- Evaluating Innovation Opportunities
- Developing a Service Innovation Strategy

Day 3

Designing Innovative Service Solutions

- Service Design Thinking
- Prototyping and Testing Service Innovations
- Tools and Techniques for Service Design
- Collaborating with Stakeholders for Service Design
- Case Studies on Service Design Projects

Day 4

Managing Service Operations

- Service Operations Management Principles
- Process Improvement in Services
- Quality Management in Service Delivery
- Implementing Innovative Service Solutions
- Measuring and Monitoring Service Performance

Day 5

Best Practices and Future Trends

- Best Practices in Service Innovation
- Emerging Trends in Service Industries
- Leveraging Data and Analytics for Service Innovation
- Managing Change in Service Organizations

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- Building a Culture of Continuous Service Innovation

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