BLACKBIRD FOR TRAINING

Modern IT Service Management: Service Excellence, Value Creation & Continuous Improvement

20 – 24 June 2027
Dubai (UAE)



Modern IT Service Management: Service Excellence, Value Creation & Continuous Improvement

Ref: 3255173_333901 **Date:** 20 – 24 June 2027 **Location:** Dubai (UAE) **Fees:** 4900 GBP

Introduction

The Modern IT Service Management: Service Excellence, Value Creation & Continuous Improvement Course is designed to provide participants with a comprehensive understanding of modern IT service management concepts and practices that enable organizations to deliver high-quality, efficient, and value-driven services. As digital transformation continues to reshape business operations, the ability to design, manage, optimize, and continuously improve technology-enabled services has become essential for achieving operational excellence and long-term organizational success.

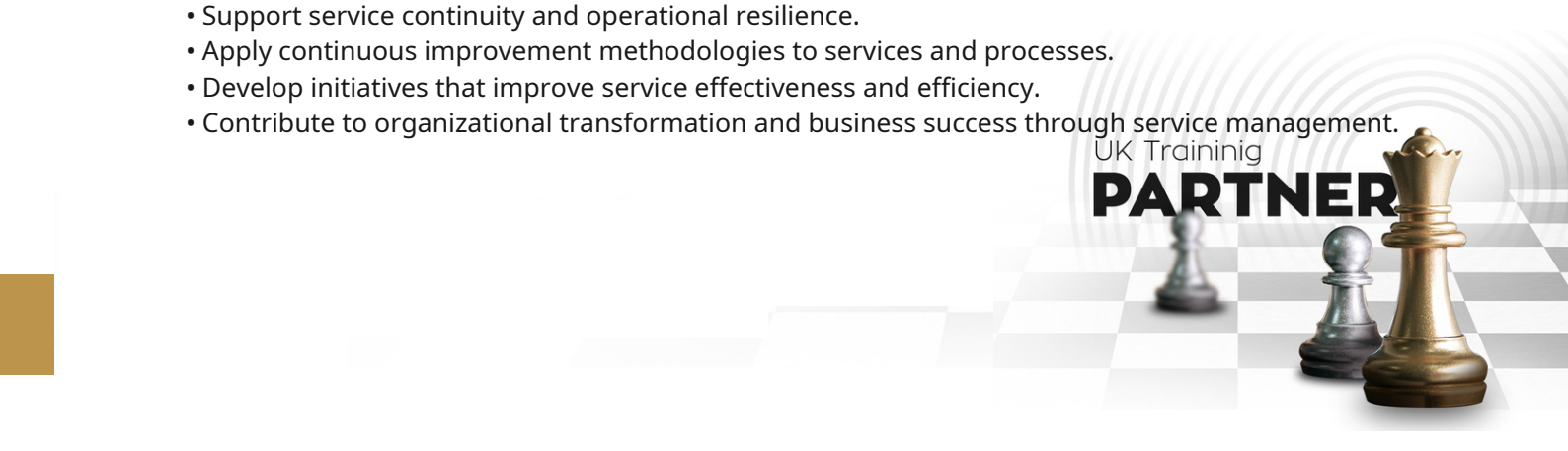
This course helps participants understand how effective service management contributes to value creation by aligning services with business objectives, customer expectations, and operational requirements. It explores modern approaches to service design, service delivery, performance management, customer experience enhancement, and continual improvement initiatives that support sustainable organizational growth.

Designed for executives, managers, team leaders, service owners, IT professionals, digital transformation specialists, and operational personnel, the program combines practical methodologies, real-world case studies, interactive discussions, and hands-on exercises. Participants will gain the knowledge and skills needed to improve service quality, enhance operational performance, strengthen stakeholder satisfaction, and support business success through effective service management practices.

Course Objectives

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

- Understand the core concepts and principles of modern IT Service Management.
- Explain how services contribute to organizational value creation.
- Understand the relationship between service performance and business outcomes.
- Develop effective approaches to service design and delivery.
- Improve service quality, reliability, and operational efficiency.
- Apply service performance measurement and evaluation techniques.
- Enhance collaboration between technology and business functions.
- Improve customer and stakeholder experience through service excellence.
- Support service continuity and operational resilience.
- Apply continuous improvement methodologies to services and processes.
- Develop initiatives that improve service effectiveness and efficiency.
- Contribute to organizational transformation and business success through service management.



Course Outlines

Day 1: Introduction to Modern Service Management

- Understanding the role of service management in modern organizations.
- Service management concepts, principles, and terminology.
- Value creation through effective service delivery.
- Understanding customers, stakeholders, and service relationships.
- Service quality, reliability, and business performance.
- Factors influencing successful service delivery.
- Practical discussions on service value creation.

Day 2: Service Design and Delivery Management

- Principles of effective service design.
- Understanding customer requirements and business needs.
- Developing service delivery models.
- Managing demand, capacity, and resource utilization.
- Service availability and continuity considerations.
- Improving operational efficiency and service effectiveness.
- Practical exercises on service design and optimization.

Day 3: Service Performance and Quality Improvement

- Service performance measurement frameworks.
- Key Performance Indicators KPIs for service management.
- Monitoring and evaluating service quality.
- Data-driven decision-making for service improvement.
- Service reporting and performance dashboards.
- Identifying opportunities for operational enhancement.
- Workshop: Service performance assessment and improvement planning.

Day 4: Continuous Improvement and Service Resilience

- Principles of continual improvement.
- Service optimization methodologies.
- Managing service changes and improvement initiatives.
- Risk management in service operations.
- Strengthening service reliability and resilience.
- Business continuity considerations for critical services.
- Case study: Improving service performance through continuous improvement.



Day 5: Service Excellence and Practical Application

- Building a culture of service excellence.
- Enhancing customer and stakeholder satisfaction.
- Applying service management practices in real-world environments.
- Developing service improvement initiatives.
- Strengthening collaboration across organizational functions.
- Creating actionable service enhancement plans.
- Final workshop, assessment, and course review.

Why Attend This Course? Wins & Losses!

- Gain a comprehensive understanding of modern IT Service Management practices.
- Improve service quality and operational efficiency.
- Strengthen service performance measurement and reporting capabilities.
- Enhance customer satisfaction and stakeholder engagement.
- Develop practical approaches for service improvement and optimization.
- Support service continuity and organizational resilience.
- Improve collaboration between business and technology teams.
- Acquire practical tools and techniques for achieving service excellence.

Conclusion

The Modern IT Service Management: Service Excellence, Value Creation & Continuous Improvement Course provides participants with a structured and practical understanding of how effective service management contributes to organizational success. By focusing on service quality, value creation, performance improvement, and operational excellence, the course equips professionals with the knowledge and skills needed to support high-performing service environments.

Through a combination of practical exercises, interactive workshops, case studies, and real-world applications, participants gain valuable insights into service design, delivery, performance management, and continuous improvement. These capabilities enable organizations to improve service reliability, strengthen operational effectiveness, enhance customer satisfaction, and support long-term business objectives.

Upon completion, participants will be better prepared to apply modern service management practices within their organizations, contribute to service excellence initiatives, support organizational transformation efforts, and help build sustainable, efficient, and value-driven service environments.

