Advanced Service Performance Metrics and Analytics Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CUS1348_293450

Course Introduction / Overview:

In today's hyper-competitive business environment, delivering exceptional service is no longer a differentiator but a fundamental requirement for survival and growth. This course moves beyond traditional performance tracking to immerse participants in the world of advanced service metrics and analytics. It provides a comprehensive framework for measuring, analyzing, and optimizing every facet of service delivery. Drawing on principles discussed by seminal authors in service quality like A. Parasuraman, this program emphasizes the critical link between operational metrics and strategic business outcomes. Participants will learn to translate raw data into actionable intelligence, enabling them to diagnose performance issues, predict future trends, and make informed decisions that enhance customer satisfaction and operational efficiency. This journey from foundational KPIs to predictive analytics is designed to cultivate a data-driven culture within any service-oriented organization. At BIG BEN Training Center, we have meticulously structured this course to empower professionals to not just report on the past, but to strategically shape the future of their service performance, a concept thoroughly explored in texts like "Service Management: Operations, Strategy, Information Technology".

Target Audience / This training course is suitable for:

- Service Delivery Managers.
- Customer Experience (CX) and User Experience (UX) Specialists.
- Operations Managers and Team Leaders.
- Business Analysts and Data Analysts focused on service data.
- IT Service Management (ITSM) Professionals.
- Quality Assurance and Control Managers.
- Contact Center and Customer Support Supervisors.
- Product Managers responsible for service-related features.
- Business Intelligence Professionals.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceutical sectors.
- Retail and E-commerce.
- Hospitality, Travel, and Tourism.
- Governmental bodies and Public Sector agencies.
- Consulting and Professional Services.
- Utilities and Energy sectors.
- Logistics and Supply Chain Management.

Target Organizations Departments:

- Customer Service and Support Departments.
- Operations Management.
- Information Technology (IT), particularly IT Service Management.
- Quality Assurance (QA) and Quality Control (QC).
- Business Intelligence (BI) and Data Analytics.
- Product and Service Management.
- Strategic Planning and Corporate Performance.
- Human Resources (for employee performance metrics).
- Marketing (for customer feedback analysis).

Course Offerings:

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

- Develop a comprehensive service performance measurement framework aligned with business goals.
- Define, track, and analyze key performance indicators (KPIs) and service level agreements (SLAs).
- Master the application of customer-centric metrics such as Net Promoter Score (NPS), Customer Satisfaction (CSAT), and Customer Effort Score (CES).
- Utilize advanced analytical techniques for root cause analysis of service failures and performance gaps.
- Interpret complex service data to identify trends, patterns, and actionable insights.
- Design and build effective performance dashboards and reports for different stakeholders.
- Connect operational service metrics to financial outcomes and strategic objectives.
- Apply predictive analytics concepts to forecast service demand and potential issues.
- Foster a data-driven decision-making culture within their teams and organization.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring that participants can immediately apply their learning in a real-world context. We move beyond traditional lectures to create a dynamic learning environment built on a foundation of active participation. The course heavily utilizes case studies from various industries, allowing participants to analyze complex service performance challenges and develop strategic solutions. Through collaborative group workshops and hands-on exercises, attendees will practice defining metrics, analyzing data sets, and designing performance dashboards. Interactive sessions, facilitated discussions, and peer-to-peer learning are central to our approach, encouraging the exchange of diverse perspectives and experiences. Our expert instructors provide continuous feedback and guide participants in translating theoretical knowledge into practical, actionable strategies. This blended learning approach ensures a deep understanding of advanced analytics and equips participants with both the skills and the confidence to drive meaningful improvements in their organizations' service performance.

Course Agenda (Course Units):

Unit One: Foundations of Service Performance Measurement

- The strategic importance of service metrics.
- Differentiating between metrics, Key Performance Indicators (KPIs), and Key Result Areas (KRAs).
- Establishing a balanced service measurement framework.
- Introduction to Service Level Agreements (SLAs) and Operational Level Agreements (OLAs).
- Aligning service metrics with overall business objectives.
- Common pitfalls in performance measurement and how to avoid them.
- The role of data quality in effective analytics.

Unit Two: Mastering Customer-Centric Metrics

- Deep dive into Customer Satisfaction (CSAT) score calculation and analysis.
- Understanding and implementing the Net Promoter Score (NPS) system.
- Measuring and reducing friction with the Customer Effort Score (CES).
- Techniques for collecting and analyzing Voice of the Customer (VoC) data.
- Introduction to sentiment analysis for unstructured feedback.
- Mapping the customer journey to identify critical touchpoint metrics.
- Linking customer feedback metrics to loyalty and retention.

Unit Three: Analyzing Operational and Process Efficiency

- Measuring First Contact Resolution (FCR) and its impact.
- Analyzing Average Handle Time (AHT) and its relationship with quality.
- Metrics for managing ticket/case backlogs and resolution times.
- Understanding agent productivity and utilization metrics.
- Introduction to process mining for identifying service bottlenecks.
- Channel-specific metrics (e.g., chat, email, phone).
- Balancing efficiency metrics with customer experience outcomes.

Unit Four: Advanced Analytics and Data Visualization

- Introduction to statistical analysis for service data.
- Root Cause Analysis techniques (e.g., 5 Whys, Fishbone Diagrams).
- Conducting trend analysis and seasonality assessments.
- Fundamentals of predictive analytics for forecasting service demand.
- Principles of effective data visualization and dashboard design.
- Storytelling with data to communicate insights to leadership.
- Creating actionable reports for different organizational levels.

Unit Five: Strategic Performance Management and Reporting

- Connecting service metrics to financial performance and ROI.
- Calculating Customer Lifetime Value (CLV) and its drivers.
- Developing a performance management rhythm and review cycle.
- Techniques for setting meaningful targets and benchmarks.
- Building a business case for service improvement initiatives using data.
- Fostering a culture of continuous improvement and data-driven decisions.
- Final project: Developing a comprehensive service analytics strategy for a case study.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can an organization effectively balance efficiency-focused operational metrics (like AHT) with experience-focused customer metrics (like CSAT) to avoid unintended negative consequences on service quality?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond the mere technicalities of metric calculation and dashboard creation. Its core focus is on cultivating a strategic, analytical mindset that bridges the gap between raw service data and high-level business objectives. Unlike programs that concentrate on specific software tools, our curriculum emphasizes the universal principles of data interpretation, root cause analysis, and predictive thinking, making the skills acquired transferable across any platform or industry. We place a strong emphasis on "storytelling with data," equipping participants not just to analyze numbers but to build compelling narratives that influence executive decision-making and drive organizational change. The curriculum is uniquely structured to demonstrate the direct link between operational service improvements and financial outcomes like ROI and Customer Lifetime Value. By integrating advanced analytical concepts with practical case studies and strategic frameworks, the course empowers participants to become proactive architects of service excellence, rather than reactive reporters of past performance.