Advanced Service Design and Customer Experience Optimization Training Course



26 - 30 Oct 2026

Milan

5900 € (Per Person)

Ref: #INN8340_115204

Course Introduction / Overview:

This course provides a comprehensive exploration of service design and customer experience (CX) optimization, two critical disciplines for achieving sustainable business success in today's competitive landscape. Participants will delve into the core principles of creating services that are not only functional but also desirable, useful, and efficient from the customer's perspective. Drawing on foundational concepts from pioneers like Marc Stickdorn, author of "This is Service Design Thinking," the curriculum moves from theoretical understanding to practical application. We will dissect the entire customer journey, identifying critical touchpoints and moments of truth that define the overall experience. At BIG BEN Training Center, we have designed this program to equip professionals with the tools and methodologies needed to systematically analyze, redesign, and implement superior service experiences. This training course goes beyond surface-level improvements, focusing on embedding a customer-centric mindset into the organizational DNA to foster loyalty, drive growth, and build a powerful brand reputation through exceptional omnichannel service delivery.

Target Audience / This training course is suitable for:

- Customer Experience (CX) Managers and Specialists.
- Service Designers and UX/UI Designers.
- Product Managers and Owners.
- Marketing and Brand Strategists.
- Operations and Customer Service Managers.
- Digital Transformation and Innovation Leaders.
- Business Analysts and Process Improvement Professionals.
- Team Leaders and Department Heads responsible for service delivery.
- Entrepreneurs and Business Owners seeking a competitive edge.

Target Sectors and Industries:

- Banking and Financial Services.
- Retail and E-commerce.
- Telecommunications and Technology.
- Healthcare and Pharmaceuticals.
- Hospitality, Travel, and Tourism.
- Utilities and Energy Sector.
- Government Agencies and Public Sector Services.
- Consulting and Professional Services.

Target Organizations Departments:

- Customer Service and Support Departments.
- Marketing and Communications Departments.
- Product Development and Innovation Teams.
- Operations and Logistics Departments.
- Information Technology (IT) and Digital Strategy Units.
- Strategy and Business Development Departments.
- Human Resources and Internal Communications.
- Quality Assurance and Process Improvement Teams.

Course Offerings:

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

- Master the core principles and methodologies of service design thinking.
- Develop detailed customer journey maps to visualize and analyze user experiences.
- Create comprehensive service blueprints to design and improve service processes.
- Identify and optimize critical customer touchpoints across omnichannel environments.
- Implement effective techniques for gathering and analyzing customer feedback.
- Design and test service prototypes to validate new concepts before implementation.
- Measure the impact of CX initiatives using key performance indicators (KPIs).
- Champion a customer-centric culture within their organization.
- Align service design strategies with overarching business objectives and goals.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and results-oriented. We believe that adult learning is most effective when it combines theoretical knowledge with practical application. This course moves beyond traditional lectures, employing a blended approach that includes expert-led presentations, in-depth case study analyses of successful service transformations, and collaborative group workshops. Participants will engage in hands-on exercises such as creating customer personas, mapping complex user journeys, and building service blueprints for real-world scenarios. Team-based activities and brainstorming sessions encourage peer-to-peer learning and the exchange of diverse perspectives. A significant portion of the course is dedicated to practical problem-solving, where attendees can apply newly learned frameworks to challenges from their own professional contexts. Continuous feedback from the instructor and peers is integrated throughout the sessions to ensure a deep and lasting understanding of the concepts, empowering participants to confidently implement these strategies in their workplace.

Course Agenda (Course Units):

Unit One: Foundations of Service Design and Customer-Centricity

- Introduction to Service Design and its core principles.
- The intersection of Customer Experience (CX), User Experience (UX), and Service Design.
- Understanding the business value of a customer-centric culture.
- Exploring the Design Thinking process in a service context.
- Key terminology and frameworks in service innovation.
- Identifying stakeholders and their roles in the service ecosystem.
- The psychology of customer behavior and decision-making.

Unit Two: Deep Dive into Customer Understanding and Journey Mapping

- Techniques for effective customer research and insight gathering.
- Developing detailed and empathetic customer personas.
- The art and science of Customer Journey Mapping (CJM).
- Identifying customer pain points, needs, and moments of truth.
- Conducting touchpoint analysis across the entire service lifecycle.
- Using empathy maps to gain deeper user understanding.
- Validating customer insights through qualitative and quantitative data.

Unit Three: The Art of Service Blueprinting and Prototyping

- Introduction to service blueprinting as a design and management tool.
- Mapping frontstage and backstage processes for seamless delivery.
- Identifying physical evidence and support systems in a service blueprint.
- Techniques for co-creating services with customers and employees.
- Ideation and brainstorming methods for service innovation.
- Developing low-fidelity and high-fidelity service prototypes.
- Methods for testing and iterating on service concepts with users.

Unit Four: Designing for an Omnichannel and Digital Experience

- Understanding the difference between multichannel and omnichannel strategies.
- Designing consistent and seamless experiences across physical and digital channels.
- Optimizing digital touchpoints for user engagement and conversion.
- Integrating technology to enhance the human element of service.
- Managing service quality and consistency in a complex ecosystem.
- Strategies for personalizing the customer experience at scale.
- Addressing challenges in omnichannel service implementation.

Unit Five: Measuring, Implementing, and Scaling Service Excellence

- Defining key CX metrics (NPS, CSAT, CES) and their applications.
- Establishing effective customer feedback loops and systems.
- Building a business case and calculating the ROI of service design initiatives.
- Strategies for driving organizational change and fostering a CX mindset.
- Developing a roadmap for implementing new service designs.
- Scaling service innovations across the organization.
- Future trends in service design and customer experience management.

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 organizations effectively balance the need for standardized, efficient service delivery with the growing customer demand for hyper-personalized experiences?

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

This training course distinguishes itself by offering a holistic and strategic perspective on service design, moving beyond the mere application of tools to instill a deep, systemic understanding of customer-centricity. Unlike programs that focus narrowly on digital UX or customer service scripts, this course integrates the frontstage customer-facing elements with the critical backstage operational processes that enable a seamless experience. We emphasize the "why" behind the "what," exploring the psychological and behavioral principles that drive customer loyalty. The curriculum is built on a foundation of practical application, ensuring participants leave not just with knowledge, but with the confidence to lead change. Through rigorous case studies and hands-on blueprinting exercises, attendees learn to diagnose complex service ecosystems and design solutions that are not only innovative but also operationally feasible and financially viable. It bridges the crucial gap between creative design thinking and strategic business implementation, equipping leaders to build a sustainable competitive advantage through unparalleled service excellence.