COURSE OVERVIEW SS1084
Driving Service Excellence & Process Improvement

Course Title
Driving Service Excellence & Process Improvement

Course Date/Venue
August 04-08, 2025/Glasshouse Meeting Room, Grand Millennium Al Wahda Hotel, Abu Dhabi, UAE

Course Reference
SS1084

Course Duration/Credits
Five days/3.0 CEUs/30 PDHs

Course Description

80% of this course is practical sessions where participants will be engaged in a series of interactive small groups, class workshops and role-plays.

This course is designed to provide participants with a detailed and up-to-date overview of Driving Service Excellence & Process improvement. It covers the service culture and organizational impact, customer expectations and service gaps; the service excellence frameworks, voice of the customer programs and mapping the service journey; the process thinking and value creation, lean fundamentals and Six Sigma basics; the process mapping and analysis, root cause analysis techniques and problem-solving tools and techniques; and the characteristics of effective KPIs including service level agreements (SLAs) and standards.

During this interactive course, participants will learn the quality management in service delivery, benchmarking and best practices; the service recovery and complaint handling, employee engagement for service quality and continuous improvement frameworks; planning and conducting a Kaizen, change management in process improvement and innovation in service excellence; the digitalization and automation in service delivery, aligning service excellence with strategic goals and governance and risk in process improvement; and the sustainability and environmental considerations, leadership for service excellence and implementation roadmap development.

Course Objectives

Upon the successful completion of this course, you will be able to:-

- Apply and gain an in-depth knowledge on driving service excellence and process improvement

- Discuss service culture and organizational impact, customer expectations and service gaps

- Describe service excellence frameworks, voice of the customer programs and mapping the service journey

- Carryout process thinking and value creation and recognize lean fundamentals and Six Sigma basics

- Illustrate process mapping and analysis, root cause analysis techniques and problem-solving tools and techniques

- Describe the characteristics of effective KPIs including service level agreements (SLAs) and standards

- Apply quality management in service delivery, benchmarking and best practices

- Implement service recovery and complaint handling, employee engagement for service quality and continuous improvement frameworks

- Plan and conduct a Kaizen as well as apply change management in process improvement and innovation in service excellence

- Carryout digitalization and automation in service delivery, align service excellence with strategic goals and discuss governance and risk in process improvement

- Discuss sustainability and environmental considerations, leadership for service excellence and implementation roadmap development

Exclusive Smart Training Kit - H-STK®

*Participants of this course will receive the exclusive "Haward Smart Training Kit" (**H-STK®**). The **H-STK®** consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.*

Who Should Attend

This course provides an in-depth knowledge and skills on driving service excellence & process improvement for operations managers, project managers, customer service managers & team leaders, process improvement specialists / continuous improvement managers, quality assurance & control professionals, frontline staff (customer service representatives, support agents), business analysts, HR & training coordinators, it supports and system analysts and anyone involved in service delivery or customer experience (cx) initiatives.

Course Fee

US$ 5,500 per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

Certificate Accreditations

Haward's Certificates are accredited by the following international accreditation organizations: -

- **BAC** British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. Haward's certificates are internationally recognized and accredited by the British Accreditation Council (BAC). BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

- **IACET** The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units** (CEUs) in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:

Mr. Pan Kidis, MBA, BSc, is a **Senior Management Consultant** with over **30 years** of extensive experience in **Project Scheduling & Cost Control**, **Project Planning, Scheduling & Cost Control Professional**, **Production Planning & Scheduling**, **Administration** Skills, **Office Management** Skills, **Survey** Skills, **Interviewing** Skills, **Interpersonal** Skills, **Communication** Skills, **Negotiation** Skills, **Presentation** Skills, **Manager** Skills, **Supervisory & Management** Skills, **Counselling** Skills, **Leadership** Skills, **Office Management**, **Code of Conduct**, **Train the Trainer**, **Logistics & Transportation Planning** Methods, **Forecasting Logistics** Demands, Visual Network Model, **Logistics Operations**, **Strategic Transport Planning**, **Transport** System, **Fleet Planning**, Routing & Scheduling, **Transport** Cost Concepts & Elements, Costing Vehicles & Trips, Tariff Fixing, **Supply Chain & Operations** Management, **Logistics & Production** Planning, **Cost Reduction** Techniques, **Inventory** Management, **Business Analysis**, **Risk** Management, **Production** Management, **Warehouse** Management, **Production Planning, Material Requirement Planning**, **Budgeting**, Production & Shop Floor Scheduling, **Cost Analysis**, **Database** Design & Implementation, **Business Administration, Production Data** Acquisition & Analysis, Industrial **Logistics**, Process Improvement, Team Leadership & Training, Textile Manufacturing, Staff Reduction, **Warehouse** and **Shipping**. Further, he is also well-versed in **Cash Flow** Management, **Decision Making** Techniques, Production & Product Inventory Control, **Inventory** Analysis Tools, **Stock Management** Techniques, Material Handling, Process Improvement & Equipment Selection, **Costing & Budgeting**, Wastewater Treatment Plant Monitoring & Control, Volume Tank Measurements, Data Acquisition and Energy Conservation. He is currently the **Business Analyst** of Diasfalisis Ltd. wherein he is responsible in the design of the proposed business model and develop and evaluate new applications.

Mr. Kidis had occupied several significant positions as the **Supply Chain Manager**, **Production Planning & Logistics Manager**, **Purchasing Office Manager**, **Project Manager**, **Assistant Dyeing Manager**, **Production Supervisor**, **Production Coordinator** and Design & Analysis Intern for various international companies such as the Hellenic Fabrics, **AKZO Chemicals Ltd.** and **EKO Refinery** and Greek Navy Force.

Mr. Kidis has a **Master** degree in **Business Administration** from the **University of Kent**, **UK** and a **Bachelor** degree in **Chemical Engineering** from the **Aristotle University of Thessaloniki**, **Greece**. Further, he is a **Certified Instructor/Trainer**, a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management** (**ILM**) and has delivered numerous trainings, courses, workshops, seminars and conferences internationally.

Training Methodology

This interactive training course includes the following training methodologies as a percentage of the total tuition hours: -

20% Lectures
80% Practical Exercises, Case Studies, Games, Customized Videos, Site Visits, Simulations, Role Play, Group Skill Sessions, Outdoor & Indoor Activities

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1:   **Monday, 04th of August 2025**

0730 – 0800	*Registration & Coffee*
0800 – 0815	*Welcome & Introduction*
0815 – 0830	**PRE-TEST**
0830 – 0930	**Understanding Service Excellence** *Definition and Key Principles • Strategic Importance in the Power Sector • Differentiating Service from Operations • Measuring Excellence: KPIs and Benchmarks*
0930 – 0945	*Break*
0945 – 1045	**Service Culture and Organizational Impact** *Building a Customer-Centric Mindset • Role of Leadership in Shaping Service Culture • Internal versus External Service Excellence • Aligning Culture with TRANSCO's Mission*
1045 – 1130	**Customer Expectations & Service Gaps** *Understanding Customer Needs in Utilities • Moments of Truth and Service Touchpoints • The SERVQUAL Model • Identifying Service Delivery Gaps*
1130 – 1230	**Service Excellence Frameworks** *ISO 9001 Service Principles • Malcolm Baldrige Model • EFQM Excellence Model • Power Sector Case Studies*
1230 – 1245	*Break*
1230 – 1330	**Voice of the Customer (VoC) Programs** *Methods of Capturing VoC (Surveys, Feedback Loops) • Analyzing Customer Feedback • Prioritizing Improvements Based on VoC • Translating Feedback into Action*
1330 – 1420	**Mapping the Service Journey** *Service Blueprinting • Identifying Pain Points and Delays • Employee Roles in the Customer Journey • Improving Handoffs and Interactions*
1420 – 1430	**Recap** *Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow*
1430	*Lunch & End of Day One*

Day 2:   **Tuesday, 05th of August 2025**

0730 – 0830	**Process Thinking & Value Creation** *Definition of a Process • Process vs. Function-Based Thinking • Identifying Value-Added vs. Non-Value-Added Activities • End-to-End Process Perspective in TRANSCO*
0830 – 0930	**Lean Fundamentals** *Introduction to Lean Philosophy • The 8 Wastes (TIMWOODS) in Service Processes • Lean Tools: 5S, Kaizen, Value Stream Mapping • Lean Success Stories in Power Utilities*
0930 – 0945	*Break*

0945 – 1100	**Six Sigma Basics** DMAIC Methodology Overview • Defect and Variation Concepts • Critical-to-Quality (CTQ) Characteristics • Applying Six Sigma in Service Functions
1100 – 1230	**Process Mapping & Analysis** Types of Process Maps (SIPOC, Flowcharts) • Identifying Bottlenecks and Inefficiencies • Analyzing Current State vs. Future State • Standardization Opportunities
1230 – 1245	Break
1230 – 1330	**Root Cause Analysis Techniques** 5 Whys Analysis • Fishbone (Ishikawa) Diagram • Pareto Analysis • RCA Examples From TRANSCO
1330 – 1420	**Problem-Solving Tools & Techniques** PDCA Cycle • Brainstorming and Affinity Diagrams • SCAMPER Technique • Applying Tools to Real Process Challenges
1420 – 1430	**Recap** Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow
1430	Lunch & End of Day Two

Day 3:   **Wednesday, 06th of August 2025**

0730 – 0830	**Defining & Using KPIs** Characteristics of Effective KPIs • Linking KPIs to Service Strategy • Power Sector Performance Indicators • KPI Dashboard Design
0830 – 0930	**Service Level Agreements (SLAs) & Standards** Importance of SLAs in Internal and External Service • Developing Meaningful SLAs • Monitoring and Enforcing SLAs • Escalation Processes
0930 – 0945	Break
0945 – 1100	**Quality Management in Service Delivery** Total Quality Management (TQM) Principles • Quality Assurance vs. Quality Control • Quality Audits and Corrective Actions • Customer Satisfaction and Quality Link
1100 – 1230	**Benchmarking & Best Practices** Types of Benchmarking (Internal, External) • Identifying Performance Gaps • Learning from Leading Utility Companies • Adapting Best Practices for TRANSCO
1230 – 1245	Break
1230 – 1330	**Service Recovery & Complaint Handling** Managing Service Failures • Complaint Resolution Process • Turning Dissatisfaction into Loyalty • Service Recovery Tools (e.g., HEARD Model)
1330 – 1420	**Employee Engagement for Service Quality** Role of Employees in Excellence Delivery • Motivation and Empowerment Techniques • Recognition and Reward Systems • Training and Development Plans
1420 – 1430	**Recap** Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow
1430	Lunch & End of Day Three

Day 4: **Thursday, 07ᵗʰ of August 2025**

0730 – 0830	**Continuous Improvement (CI) Frameworks** *CI Philosophy and Cycle • Integration with Daily Work • Leadership Role in CI • CI Maturity Stages*
0830 – 0930	**Kaizen Events & Rapid Improvement Projects** *Planning and Conducting a Kaizen • Cross-Functional Team Collaboration • Data Collection and Analysis • Sustaining Results*
0930 – 0945	*Break*
0945 – 1100	**Change Management in Process Improvement** *Understanding Change Resistance • ADKAR Model and Application • Communication Strategies • Stakeholder Management*
1100 – 1215	**Innovation in Service Excellence** *Process vs. Service Innovation • Customer Co-Creation and Idea Generation • TRIZ and Design Thinking in Services • Innovation Labs in Utilities*
1215 – 1230	*Break*
1230 – 1330	**Digitalization & Automation in Service Delivery** *Smart Grids and Intelligent Process Automation • CRM and Customer Portals • Use of Data Analytics in Service Quality • IoT and AI in Service Optimization*
1330 – 1420	**Case Study Workshop: TRANSCO Simulation** *Select a TRANSCO Process Challenge • Map Current and Future State • Apply RCA and Improvement Tools • Present Group Solutions*
1420 – 1430	**Recap** *Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow*
1430	*Lunch & End of Day Four*

Day 5: **Friday, 08ᵗʰ of August 2025**

0730 – 0830	**Aligning Service Excellence with Strategic Goals** *Translating Vision into Operational Action • Service Excellence in Strategy Maps • Balanced Scorecard Approach • Utility Sector Strategic Alignment*
0830 – 0930	**Governance & Risk in Process Improvement** *Linking Risk Management to Service Delivery • Internal Controls and Governance Models • Compliance Monitoring • Incident Learning Systems*
0930 – 0945	*Break*
0945 – 1100	**Sustainability & Environmental Considerations** *Green Service Improvement Practices • Energy Efficiency in Service Operations • Integrating Sustainability KPIs • Reporting Sustainability Performance*
1100 – 1230	**Leadership for Service Excellence** *Servant Leadership in Public Services • Emotional Intelligence in Service Teams • Coaching for Performance • Delegation and Decision-Making*
12.30 – 1245	*Break*

1230 – 1345	*Implementation Roadmap Development* *Setting SMART Objectives • Creating Action Plans • Monitoring and Evaluation • Building Accountability*
1345 - 1400	*Course Conclusion* *Using this Course Overview, the Instructor(s) will Brief Participants about the Course Topics that were Covered During the Course*
1400 – 1415	*POST-TEST*
1415 – 1430	*Presentation of Course Certificates*
1430	*Lunch & End of Course*

Practical Sessions
80% of this highly-interactive course is hands-on practical sessions. Theory learnt (20%) will be applied using various role-plays, case studies and practical sessions.

Course Coordinator
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