

Institute for Service Leadership Service Leadership Course



Towards a sustainable and meaningful customer connection

Top level course with the following lecturers:

Prof. Frank Go (Erasmus University), Prof. Teun Hardjono (Erasmus University),
Prof. Jos van Hillegersberg (University of Twente), Drs. Frits Philips Jr.,
Drs. Harald Pol (The Customer Connection), Prof. Ad Pruyn, (University of Twente),
Prof. Ko de Ruyter (Maastricht University) and Lucia Voerman (Stoa Consultants).

"Nothing is more practical than a good theory."
(Kurt Lewin)

Institute for Service Leadership

Service Leadership Course

In early 2007 The Customer Connection, an independent knowledge network for customer excellence, came up with the idea to develop a postgraduate course. The idea was further elaborated in cooperation with the Erasmus University and the University of Twente and led to the Service Leadership Course which was launched for the first time in February 2009. So far the course has taken place twice. Both times, the course has provided all those involved with very positive experiences and surprising new insights. Nowadays, the training activities of The Customer Connection are hosted by the Institute for Service Leadership.

Service Leadership is all about obtaining a leading position in providing quality services to customers. The idea is that such a position can only be achieved if people in the organization personally feel responsible and motivated to provide the best service possible. Personal leadership is hereby not only seen as just leadership, but as well as taking the lead.

The Service Leadership Course is the first multidisciplinary training program that focuses on all aspects of quality based services, a customer oriented approach, customer relationship management, customer contact management, customer satisfaction and service to customers. This is what distinguishes the program from other courses that focus solely on direct marketing, CRM, contact center and service management.

Contents

In 2006 a new research program came about in cooperation with the Erasmus University, University of Twente and The Customer Connection. The research question that came forward is now the leitmotiv of the Service Leadership Course:

“How can organizations achieve a sustainable and meaningful connection with their customers?”

During the course a number of different themes will be addressed (a complete overview can be found at the end of this brochure). All of these themes will be focused on the specific expertise of the different lecturers but within each theme there will be plenty of room to discuss other related subjects that are relevant for the participants.

The teachers will make a connection between several themes and relevant disciplines within the program. In some cases however, the teacher will also make a connection with areas which are seemingly unrelated with the program but are still relevant to the subject (art, culture, physics, biology and architecture).

Target group

The course is meant for (senior) management of large companies (over 100 employees) in the profit and non-profit sector such as: general and commercial directors, marketing and communication managers, and managers of departments that have direct contacts with customers (such as contact centers, relationship and account management and sales management). The course is interesting for people:

- Who want to take theory into practice and will search for a way in which theory and practice reinforce each other and can be used in the development of both the person and the organization
- Who not only want to consume but are also willing to invest in the organization and in their own skills
- Who wish to be inspired by experiences in other fields and in other industries, by taking ideas from a completely different environment and making them applicable to their own work environment

“Exchanges between scientists and strategic management not only provide us with new and useful insights, it inspires me and confirmed that even within non-profit organization customer focus is essential.”

(Jan Oost, Director of Intake and Service, Politie Noord Holland Noord)

Purpose

The course will enable you to bridge the gap between theory and practice through an interactive approach:

- By letting you experience that theory and practice can perfectly fit together.
- By letting you experience how theoretical knowledge can give meaning and purpose to practice
- By creating order and structure and to provide you with a model for your daily operations.

The course provides high-level theoretical knowledge for practical people working at high level.



Methods

The methods we use are characterized as demand-oriented. The needs of teachers, participants and the organizations they represent, are the main focus in this course. This will be done by presenting a platform where teachers and participants can share their knowledge and experience on pre-selected themes with other professionals. All of this will be done based on the principles of the interactive academy.

The lecturers involved will, each from their own discipline and field of expertise, look for an answer to the questions presented by the participants. This course should result in a number of marketing and service concepts which are all applicable in practice and can provide the organization with a sustainable advantage in their sector.

With this the program becomes a self engineering program with a central leitmotiv, where everyone is both a teacher and their own facilitator.

The Interactive Academy

“Practical action, in close and lively interaction with scientific reflection. Action-oriented research, in a mutual learning process between scientific practitioners and teachers, researchers and students. “Nothing is more practical than a good theory.” Said the sociologist Kurt Lewin. The best examples of organizations which are anticipating and meeting the needs of end users, customers and consumers. Participants will learn hands-on experience with the consequences in practice.

Researchers and teachers develop new concepts and ideas ... and translate these into transferable know-how, with long lasting customer satisfaction as a reference. Creating the conditions for frequent, lively and varied interaction between theory and practice has always been the mission of The Customer Connection and the Institute for Service Leadership, ever since its founding in 2004. By setting up a network and organizing workshops, themed meetings, company visits and on a regular basis, strategic sessions, we are now ready for the next step. “

Drs. Frits Philips Jr.

“Participants are challenged to change from the old world to the new world: both customer- and service-oriented.”

(Arthur Musters, Customer Care Manager KPN)

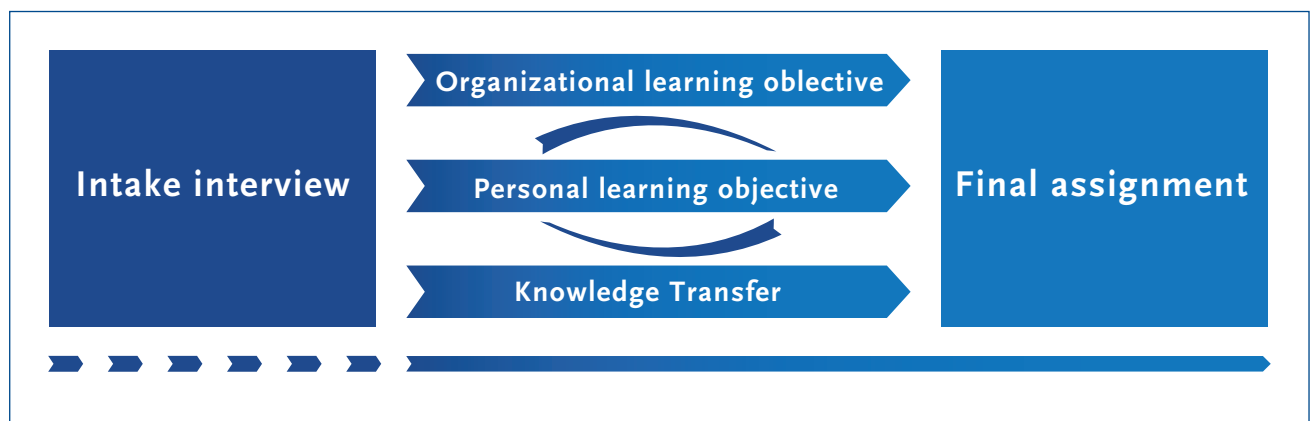
Course Structure

The course consists of 8 blocks of two days.

At the start of the course each participant will formulate an individual learning objective which will be a special focus point during the course. In addition, the participant is also required to put forward an organizational case to be realized during this course (personal business case). This case must relate to an issue and/or challenge which is currently relevant within the organization.

During the course participants will be coached on achieving both their personal and organizational goals. During our meetings there will be plenty of opportunity to discuss and work on individual cases. In addition, a specific part of the day is reserved for intervention in which you can discuss your own case with other participants.

Structure of the Service Leadership Course



Structure of the Workshops

Each block includes five sub-blocks and each block has the same basic structure as pictured in the image above. Other activities during these blocks will depend on the individual needs of both participants and facilitators. The workshops are supervised by a process manager and professors from the Institute for Service Leadership.

“The diversity of the speakers, the interaction with the participants, the combination of theory and practice, the balance between reason and emotion, and the broad spectrum of topics make this course an inspiring environment.”

(Peter van Wijk, program manager AEGON Nederland)

Benefits for the organization

With eight two-day working conferences the participants go through an extensive learning process that can effectively lead to a number of positive results for the organization:

- Through practice and business specific assignments each participant creates a direct return-on-investment for his or her own company;
- Participants will be trained in practical management and service excellence skills;
- Intervention meetings support the learning process of the participants in daily practice and ensure that the learning process is assured;
- The program encourages the use of Best Practices within the company;
- The course enables participants to learn from other organizations;

Benefits for Participants

Participants can take advantage of the following benefits to the program:

- Acquire knowledge about the motives and behavior of customers and how this behavior can be translated into concrete solutions for individual organizations.
- Participants will receive tools and management skills which they can use to stimulate a customer oriented approach within their own department and organization.
- Participants develop insights into their own leadership style and the effects this style has on achieving a customer oriented organization.



"The intensive encounter between people from the academic world, non-profit branch and the business sector is inspiring, challenging and above all great fun!"

(Iwan van den Berg, Director of Sales, ASR Pensions)

Certificate

At the end of the course the participant will receive a Certificate of Participation. In order to qualify for this certificate, the participant must attend all business conferences and must successfully complete the final assignment. The final assignment will be evaluated by an expert jury. This jury consists of a selection of program lecturers.

Organisation

Program and teachers of the Service Leadership Course.

Program management

- Prof. Teun Hardjono
- Drs. Frits Philips Jr.

Intervision and coaching

- Lucia Voerman
- Drs. Harald Pol

Investment

The total study load is approximately 300 hours of study, consisting of contact hours, independent study, coaching, peer meetings and working on the assignment given to you during the course. The duration of the program is eight months.

Admission

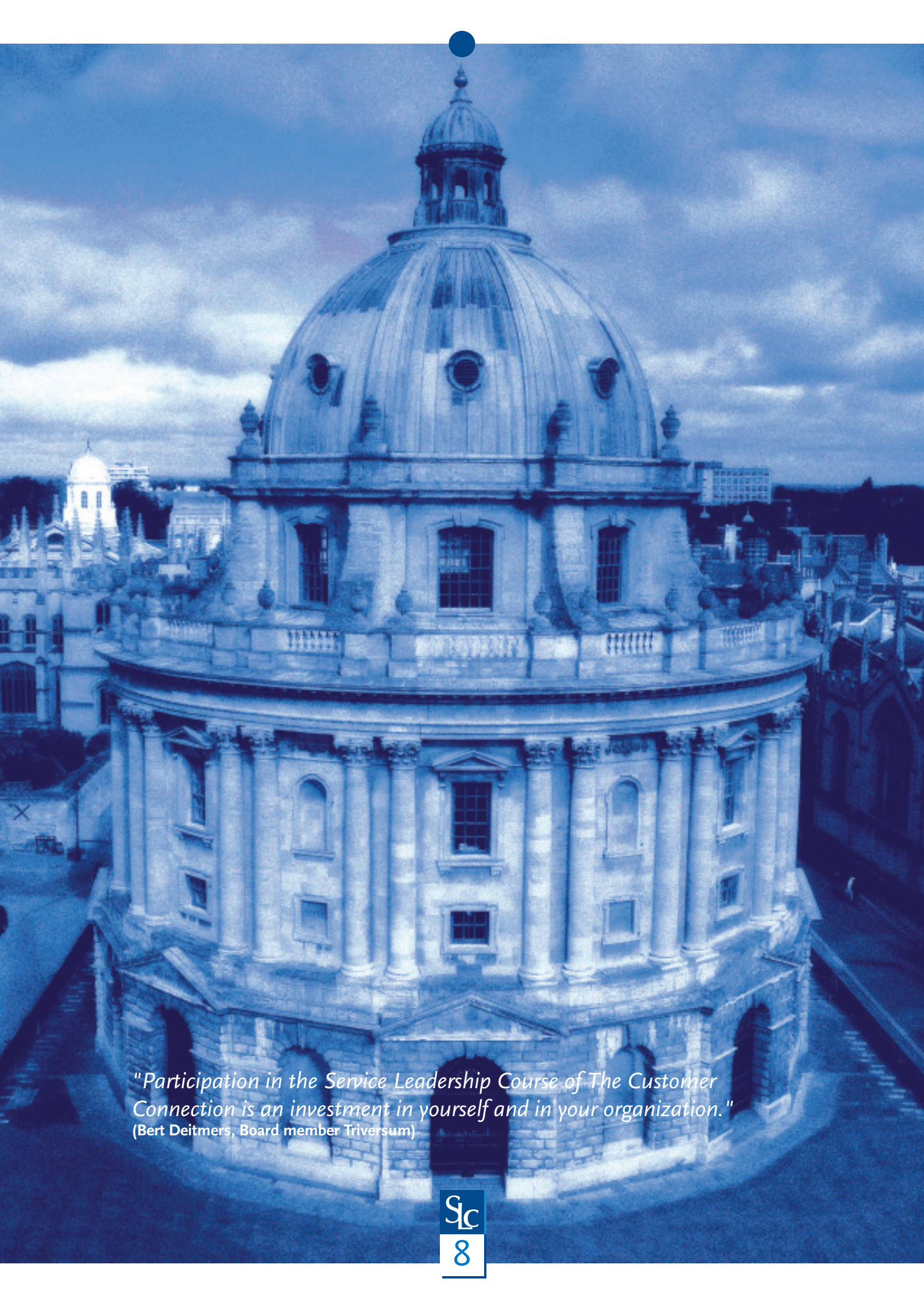
Due to the nature of the course there is room for a total of 15 participants. We will do our best to create a diverse group so that the participants can be interesting discussion partners for each other. The course will start with an interview where we can determine and discuss the individual learning goals and expectations of each participant.

Location

The working conferences will take place at a location in the vicinity of Utrecht. Participants will be offered a stay in a hotel in order to ensure the most can be made of the available time and the group process can be used as optimally as possible.

More information and registration

You can register by filling in the attached application form. For more information about this course please contact Harald Pol. You can contact him via h.pol@serviceleadership.nl or via phone at 0031-6-54686418.



"Participation in the Service Leadership Course of The Customer Connection is an investment in yourself and in your organization."
(Bert Deitmers, Board member Triversum)

Block 1:

Leadership in relation to customers

- Exploration of content and methods
- Explore areas of interest within this course and the case studies.

Prof. Teun Hardjono, Erasmus University

Personal leadership: drive and inspiration

- Personal leadership as an instrument
- Relations as a guide to services
- Drive and inspiration as a success factor

Drs. Frits Philips Jr., Paradox

Block 2:

The customer-oriented organization

- The 7 levels of a customer orientation
- The customer oriented employee
- Leadership styles and their effects on the organization
- The change process towards a customer oriented organization

Drs. Harald Pol, The Customer Connection

Block 3:

Customer behavior

- Typology of customer behavioral patterns
- Responses to customer waiting times and delays
- (un) Conscious influences on consumer behavior

Prof. Ad Pruyn, Twente University

Block 4:

Service Return on Interactivity - offline and online

- Dealing with customer dissatisfaction
- Influence of customer emotions and employee behavior on customer satisfaction
- Customer intimacy as a strategic dimension

Prof. Ko de Ruyter, University of Limburg

“Every month I find inspiration thanks to the high level of both the speakers and the other students.”

(Marcel de Dood, Director Customer Service ADP Nederland BV)

Block 5:

Creating and influencing the customer experience

- Events and experience marketing
- Image, decision-making and meaning
- Emotions: relationships, meetings, communities

Prof. Frank Go, Erasmus University

Block 6:

Quality improvement as a permanent change process

- Quality management and certification
- Implementation of service improvements
- Management processes and innovation

Prof. Teun Hardjono, Erasmus University

Block 7:

Professional service organizations

- The customer-oriented organization
- Design and implementation of information systems
- Management of organizational change

Prof. Jos van Hillegersberg, University of Twente

Block 8:

Synthesis: Towards Service Excellence

- Leadership in a customer-focused organization
- The power of a connection

Drs. Frits Philips Jr., Paradox /

Prof. Teun Hardjono, Erasmus University

“For me the course is a unique opportunity to meet with colleagues from other sectors and to explore the connection with the customer”

(Rob Vogel, Manager Marketing & Communication WoonFriesland)



Institute for Service Leadership
www.serviceleadership.nl