Intrapreneurship in Service Innovation and Customer Experience Training Course

Professional Development Training Course Outline

Category	Business	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today's competitive market, organizations are increasingly recognizing that sustainable growth hinges on fostering intrapreneurship – the spirit of innovation and entrepreneurial thinking within their existing structures. Intrapreneurship in Service Innovation and Customer Experience Training is meticulously designed to equip individuals with the essential skills and mindset to drive service innovation and elevate customer experience from within. By empowering employees to identify opportunities, develop novel solutions, and champion customer-centric initiatives, this program aims to cultivate a culture of continuous improvement and create a significant competitive advantage for participating organizations.

This comprehensive training goes beyond theoretical concepts, focusing on practical application and the development of an intrapreneurial mindset that thrives on identifying unmet customer needs and translating them into tangible service enhancements. Participants will learn to navigate organizational complexities, secure internal buy-in for their ideas, and effectively implement customer-centric strategies. Through interactive sessions, real-world case studies, and collaborative projects, this course will enable individuals to become catalysts for internal innovation, leading to enhanced customer loyalty, increased efficiency, and ultimately, stronger business outcomes through superior service delivery.

Programme Curriculum

Intrapreneurship in Service Innovation and Customer Experience Training

Introduction

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Course Objectives:

1. Cultivate a strong intrapreneurial mindset focused on service excellence.
2. Master techniques for identifying service innovation opportunities.
3. Develop strategies for enhancing customer journey mapping.
4. Implement customer feedback mechanisms for continuous improvement.
5. Utilize design thinking principles for service design.
6. Foster a culture of customer-centricity across departments.
7. Learn to prototype and test innovative service solutions.
8. Enhance skills in internal stakeholder management for innovation.
9. Develop strategies for measuring customer experience metrics.
10. Build capabilities in leveraging digital tools for service enhancement.
11. Master techniques for service recovery and customer retention.
12. Foster employee empowerment to drive service excellence.
13. Develop skills in presenting and gaining approval for intrapreneurial service projects.

Target Audience:

1. Customer Service Managers and Representatives
2. Product Development Teams
3. Marketing and Sales Professionals
4. Operations Managers
5. Human Resources Personnel involved in employee experience
6. Middle Management seeking to drive innovation
7. Project Managers focused on service-related initiatives

8. Employees with an interest in driving organizational improvement

Course Duration

10 days

Course Modules

Module 1: Foundations of Intrapreneurship and Service Excellence

- Defining intrapreneurship within the service industry.
- Understanding the link between intrapreneurship and customer experience.
- Exploring the benefits of a service-oriented culture.
- Identifying the key drivers of customer satisfaction and loyalty.
- Recognizing opportunities for internal innovation in service delivery.

Module 2: Cultivating an Intrapreneurial Mindset

- Developing a proactive and opportunity-seeking attitude.
- Embracing risk-taking and experimentation in service design.
- Fostering creativity and innovative thinking within teams.
- Overcoming internal barriers to change and innovation.
- Building resilience and learning from service challenges.

Module 3: Identifying Service Innovation Opportunities

- Understanding customer needs and pain points.
- Analyzing market trends and competitor offerings in service.
- Utilizing customer feedback and data for innovation insights.
- Conducting internal brainstorming and idea generation sessions.
- Applying frameworks for identifying unmet service needs.

Module 4: Mastering Customer Journey Mapping

- Understanding the end-to-end customer experience.
- Mapping key touchpoints and interactions.
- Identifying moments of truth and potential friction points.
- Analyzing customer emotions and perceptions at each stage.
- Using journey maps to pinpoint innovation opportunities.

Module 5: Implementing Effective Customer Feedback Mechanisms

- Designing and deploying various feedback channels (surveys, interviews, social listening).
- Analyzing and interpreting customer feedback data.
- Utilizing feedback to drive service improvements and innovation.
- Closing the feedback loop with customers.
- Establishing metrics to track the impact of feedback.

Module 6: Applying Design Thinking to Service Design

- Empathizing with customer needs and perspectives.
- Defining service problems from a customer-centric viewpoint.
- Ideating potential service solutions and improvements.
- Prototyping and testing new service concepts.
- Iterating on service designs based on user feedback.

Module 7: Fostering a Customer-Centric Culture

- Aligning organizational values and behaviors with customer needs.
- Empowering employees to prioritize customer satisfaction.
- Breaking down silos to create seamless customer experiences.
- Recognizing and rewarding customer-centric behaviors.
- Communicating the importance of customer experience across the organization.

Module 8: Prototyping and Testing Innovative Service Solutions

- Developing low-fidelity prototypes of new service offerings.
- Conducting user testing and gathering feedback on prototypes.
- Iterating and refining service prototypes based on test results.
- Utilizing agile methodologies for rapid prototyping and testing.
- Measuring the potential impact of new service solutions.

Module 9: Internal Stakeholder Management for Innovation

- Identifying key internal stakeholders for service innovation projects.
- Communicating the value and benefits of intrapreneurial initiatives.
- Building consensus and securing buy-in for new ideas.
- Navigating organizational politics and gaining support.
- Collaborating effectively with different departments.

Module 10: Measuring Customer Experience Metrics

- Identifying key customer experience metrics (NPS, CSAT, CES).
- Implementing systems for tracking and analyzing CX data.
- Understanding the relationship between CX metrics and business outcomes.
- Setting targets and benchmarks for customer experience improvement.
- Utilizing data to demonstrate the ROI of service innovation.

Module 11: Leveraging Digital Tools for Service Enhancement

- Exploring digital technologies for improving customer interactions.
- Utilizing CRM systems and data analytics for personalized service.
- Implementing self-service portals and knowledge bases.
- Leveraging social media and online channels for customer engagement.
- Ensuring data privacy and security in digital service delivery.

Module 12: Mastering Service Recovery and Customer Retention

- Understanding the importance of effective service recovery.

- Developing strategies for handling customer complaints and issues.
- Empowering employees to resolve customer problems efficiently.
- Turning negative experiences into opportunities for building loyalty.
- Implementing customer retention programs and strategies.

Module 13: Fostering Employee Empowerment for Service Excellence

- Providing employees with the autonomy and resources to solve customer issues.
- Encouraging employee feedback and ideas for service improvement.
- Investing in employee training and development focused on customer service.
- Recognizing and rewarding employees who deliver exceptional service.
- Creating a culture of ownership and accountability for customer experience.

Module 14: Presenting and Gaining Approval for Intrapreneurial Service Projects

- Developing compelling business cases for service innovation initiatives.
- Effectively communicating project proposals to stakeholders.
- Presenting data and evidence to support project value.
- Addressing potential concerns and objections.
- Securing funding and resources for service innovation projects.

Module 15: Sustaining Intrapreneurship in Service Innovation

- Establishing processes for continuous service improvement.
- Creating a framework for ongoing idea generation and implementation.
- Building a culture that embraces experimentation and learning.
- Recognizing and celebrating intrapreneurial successes.
- Embedding intrapreneurship into the organization's DNA.

Training Methodology:

- **Interactive Workshops:** Engaging activities, group discussions, and collaborative exercises.
- **Case Studies:** Analyzing real-world examples of successful service innovation initiatives.
- **Role-Playing:** Practicing customer interactions and service recovery scenarios.
- **Group Projects:** Working on real or simulated service innovation challenges.
- **Guest Speakers:** Industry experts sharing insights on service innovation and customer experience.
- **Online Learning Platform:** Access to resources, tools, and discussion forums.
- **Action Planning:** Developing concrete plans for implementing service innovation within their organizations.
- **Peer Learning:** Sharing experiences and best practices with fellow participants.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
16 Nov 2026	27 Nov 2026	Online	$2,000
16 Nov 2026	27 Nov 2026	Physical	$3,000
16 Nov 2026	27 Nov 2026	Physical	$6,000
16 Nov 2026	27 Nov 2026	Physical	$6,000
16 Nov 2026	27 Nov 2026	Physical	$12,000
16 Nov 2026	27 Nov 2026	Physical	$9,000
16 Nov 2026	27 Nov 2026	Physical	$12,000
16 Nov 2026	27 Nov 2026	Physical	$12,000

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