



Nottingham University
Business School

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Digital Service Innovation for Executives

**Personalising the customer journey on a huge
scale using digital resources**

Executive Education Masterclass



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At a glance

Our one-day Digital Service Innovation Masterclass will deliver current techniques for planning and executing digital service technologies. Customer retention, recommendations and sales can be widely improved by enhancing the customer experience (CX). Learn how to strengthen and personalise the customer journey and build a vast digital network of both Business to Business (B2B), and Business to Customer (B2C) partnerships.

Inspired by strategies employed successfully by senior managers around the world, you will create a new digital service strategy for your business and develop a plan for delivering your strategic objectives.

“Research shows that customers are most satisfied, likely to return and to recommend a product or service, if the customer experience is orchestrated every step of the way.”

Dr Duncan Shaw, course designer and Assistant Professor in Information Systems, Nottingham University Business School

Learn how to:

- Use simple digital tools that can provide essential insights into each customer's individual requirements
- Expand and deepen your digital ecosystem by building relationships both internally and externally
- Track, monitor and engage your customers systematically at key touch points throughout their entire journey (minute by minute, or day by day)
- Implement cutting edge digital service strategies inspired by real industry specific business cases



Who should attend?

Senior leaders and key decision makers of medium to large organisations who wish to upgrade their digital service technologies, provide a smoother and more personalised customer experience and monetise the digital data they are surrounded by right now.

What you will learn?

This intense one-day programme gives an overview of service innovation and customer experience strategies using large scale customer journey personalisation and digital data. Take inspiration from real industry specific business cases showing how to implement cutting edge practices.

Venue

Jubilee Conference Centre, Jubilee Campus, University of Nottingham, Wollaton Road, Nottingham, NG8 1BB.

The Jubilee Campus is a modern purpose-built campus which now extends to 65 acres and is located only one mile from University Park. The initial phase was opened by Her Majesty the Queen in 1999.

Participant fee

£850 including materials and refreshments

Register here: tiny.cc/76jrhz

**16 March
2020**

Digital Service Innovation Masterclass agenda

8.45am	Registration <i>Jubilee Conference Centre</i>
9am	Welcome and overview of programme
9.10am	Indicative content What are the differences between products and services? It's a spectrum – learn how to manage the spectrum from both ends How customer journey strategies can help guide you to learn from customers at every step of the way [15 minute break] Individual work facilitated by Dr Duncan Shaw, course designer and Assistant Professor in Information Systems, Nottingham University Business School
12.30-1.30pm	Lunch
2-4.30pm	How to personalise each individual customer journey on a vast scale using digital resources How to get closer relationships with B2B and B2C customers – all firms have both Expanding the service capabilities of your whole organisation by building your partner ecosystem Individual work facilitated by course designer Dr Duncan Shaw [15 minute break] At the end of this session you will: <ol style="list-style-type: none">1. Design a service innovation strategy to fit your business model and possibly change your business model2. Design an execution plan for your organisation, including selling your ideas
4.30pm	Conclusions and close <ul style="list-style-type: none">■ How to use the service innovation workbook – you will be given a detailed service innovation workbook to help you execute your plans immediately■ Programme review – Q&A Lunch and refreshments will be provided throughout the programme.

Programme design

This programme is designed and delivered by Dr Duncan R Shaw who has more than 25 years' experience of service innovation and business transformation projects for clients including Xerox, Coca-Cola, Danone, Shell, medium sized firms, central government departments and local government. Duncan was the Customer Satisfaction Manager for the EMEA region of a \$2 billion division of Motorola and now he consults to private companies and

public sector organisations, and lectures in Information Systems at Nottingham University Business School.

Duncan has a PhD in modelling Network Orchestration, an MBA from Manchester Business School, an MSc in Logistics gained whilst working for the Total Group and a BEng Hons degree in Engineering.



Why study with us?

- **Executive Education programmes at Nottingham University Business School (NUBS) are developed by leading experts from academia and business. NUBS is ranked 6th in the UK out of 154 schools for research power (Research Excellence Framework 2014)**
- **We are inventors, entrepreneurs and business partners, connecting you with specialist ideas, thinking and expertise, unlocking your business potential and supporting your success**

From start-ups to multinational organisations and everything in between, we've helped a huge variety of businesses across a wide range of sectors to enter new markets, expand their networks and improve their profitability.

We understand that the productivity and profitability of your business relies on innovation and growth. In the last 10 years we have successfully delivered a variety of programmes which have enabled businesses to identify and implement growth strategies.

The University of Nottingham is a member of the UK's prestigious Russell Group Universities delivering world-leading research that transforms lives. Nottingham University Business School is part of an elite group of EQUIS and Association of MBA's internationally accredited business schools. Our Executive Master of Business Administration is ranked among the top 100 worldwide, according to the QS Global Executive MBA Rankings 2018 and *The Economist* MBA rankings 2018.

A pioneering university

With campuses in the UK, China and Malaysia, the University of Nottingham is a global institution which has opened the doors to outstanding research relationships and teaching partnerships. The University of Nottingham is a pioneering university that provides an exceptional education and an outstanding student experience. We are recognised as delivering a Gold standard in the Government's Teaching Excellence Framework.

Find out more

For further information please contact:

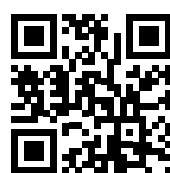


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University of Nottingham has made every effort to ensure that the information in this brochure was accurate when published. Please note, however, that the nature of this content means that it is subject to change, therefore consider it to be guiding rather than definitive.

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