

## [SEI] SERVICE EXCELLENCE & INNOVATION

### Introduction

Achieving excellent and innovative service models has played an essential role in many of the great success stories business has written. Moreover, given today's highly demanding global marketplaces, companies have to study more than ever all possible ways to generate competitive advantage, and a particularly powerful one has proven to be providing customers a great service. The real champions in the long-term, however, will be those companies which are able to achieve not only a breakthrough customer service but also the twin goal of a strong cost position.

### Objectives

This course explores the key issues in service strategy and innovation, as well as service design and delivery, using practical company examples. To do so the course introduces as well key frameworks, methodologies and tools.

### Competences

#### Basic Competences

- Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context. (CB6).
- The students know how to apply the knowledge acquired and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study. (CB7).
- The students can integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments. (CB8).
- Students know how to communicate their conclusions and the knowledge and ultimate reasons that support them to specialized and non-specialized audiences in a clear and unambiguous way. (CB9).
- Students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous. (CB10).

#### Specific Competences

- To explore the consumer's trends and the possibility of improving service and operations management in the consumer sector. (COP6).

## Content

In this course we will develop a profile of the strategic and operational capabilities required to create a high-performance service organization while maintaining the flexibility necessary to compete in this dynamic sector. It explores key issues in service strategy, service design and service delivery, and successful ways to manage them as demonstrated by world-class companies.

## Evaluation

Your grade for the course will be based on three components:

Online Retail Clinic [Activity Workshop] – Team based: 20% (SE1)

Retail Clinic Service Assessment Report: 20% (SE2)

Class Participation – Individual based: 60% (SE4)

You are expected to be an active participant and contribute to the quality of the class discussion. Participation will be evaluated using the following criteria: (1) relevance of the points made, (2) linkage with other comments already made, (3) understanding and analysis of the case, (4) willingness to contribute.

Equally, you are expected to be a good team player and contribute to the elaboration of the reports your team should submit.

### **ADENDA COVID-19**

Dos de las seis sesiones que estaban previstas a ser presenciales en el aula, pasaron a realizarse en formato síncrono remoto.