



Customer-Centric Service Design and Decision Training Course

14 – 18 December 2026
Amsterdam

Customer-Centric Service Design and Decision Training Course

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Overview

Customer-Centric Service Design and Decision Training Course is a five-day intermediate course for service design managers, customer experience designers, product managers, journey analysts, and transformation leads who leave with a Customer-Centric Service Decision Pack. Participants convert customer insight synthesis and journey evidence into service concepts, validation choices, and implementation controls. Agile Leaders Training Center frames customer-centric service design as an evidence-led decision practice.

Who Should Attend

- Teams responsible for synthesizing customer research into service requirements
- Teams responsible for mapping customer journeys and service delivery dependencies
- Teams responsible for shaping and prioritizing service concepts
- Teams responsible for validating customer value and operational feasibility
- Teams responsible for governing service implementation decisions

The course assumes participants already contribute to service, product, journey, or transformation decisions and leaves out generic design thinking, product interface design, frontline service skills, and broad customer experience strategy.

Departments and Industries

The course supports departments and industries that must translate customer evidence into coordinated service choices.

- Customer experience, service design, product management, and transformation offices
- Banking, insurance, telecommunications, and digital services
- Healthcare services, education services, and hospitality operations
- Professional services, logistics, and business-to-business services
- Journey analytics, innovation, and service operations teams

Learning Objectives

By the end of this course, participants will be able to:



- Analyze customer evidence for unmet service needs
- Build journey maps and service blueprints
- Apply value proposition criteria to service concepts
- Compare concepts through prototypes and validation evidence
- Prioritize service decisions with explicit decision gates
- Evaluate implementation governance and learning metrics

Course Agenda

Day 1: Customer Evidence and Service Challenges

- Customer Research Evidence Inventory
- Insight Synthesis Affinity Mapping
- Customer Need Statement Method
- Service Challenge Framing Canvas
- Evidence Quality and Assumption Register

Day 2: Journey and Delivery Evidence

- Customer Journey Mapping Method
- Moment-of-Truth Evidence Matrix
- Service Blueprint Construction
- Frontstage and Backstage Dependency Map
- Journey Opportunity Prioritization Grid

Day 3: Value and Service Concepts

- Value Proposition Canvas Application
- Service Concept Card Set
- Concept Portfolio Comparison Matrix
- Customer Value and Feasibility Criteria
- Concept Assumption Test Plan

Day 4: Validation and Decision Governance

- Rapid Service Prototype Method
- Customer Feedback Capture Guide
- Validation Evidence Scorecard
- Service Decision Gate Framework
- Implementation Governance Roadmap



Day 5: Service Decision Practice

- Exercise: Synthesize Customer Research Evidence
- Exercise: Build a Journey and Service Blueprint
- Exercise: Compare Service Concept Alternatives
- Exercise: Conduct a Validation Decision Review
- Capstone: Customer-Centric Service Decision Pack

Practical Exercises

The course uses banking, healthcare, digital-service, and logistics cases to connect customer evidence with service decisions.

- Suggested activity: synthesize interview and observation evidence into need statements and a framed service challenge.
- Suggested activity: map a customer journey and connect moments of truth to backstage delivery dependencies.
- Suggested activity: prototype competing service concepts and capture feedback against explicit validation criteria.
- Suggested activity: conduct a decision-gate review and assign implementation governance actions.

FAQs

Who suits customer-centric service design training, and what does it assume?

Service design, customer experience, product, journey, and transformation practitioners suit the training; it assumes involvement in service or transformation decisions.

How does customer-centric service design differ from broad customer experience strategy?

Customer-centric service design converts research and journey evidence into service concepts, blueprints, prototypes, validation choices, and implementation controls, while broad customer experience strategy sets wider experience direction and priorities.

What evidence supports a customer-centric service decision?

A customer-centric service decision uses traceable customer needs, journey evidence, delivery dependencies, value criteria, prototype feedback, operational feasibility, and documented assumptions.

How are service concepts validated before implementation?

Service concepts are validated through targeted prototypes, customer feedback, assumption tests, feasibility checks, comparison criteria, and a recorded decision gate.



What belongs in customer-centric service design governance?

Customer-centric service design governance includes decision rights, evidence standards, gate criteria, owners, implementation milestones, learning measures, and rules for revisiting assumptions.

Conclusion

Participants leave with a Customer-Centric Service Decision Pack containing evidence inventories, need statements, journey maps, service blueprints, concept cards, validation criteria, decision gates, and a governance roadmap. The pack replaces preference-led choices with traceable service decisions. It also connects customer value with delivery feasibility and implementation learning.