“Chief Service Manager”

November  7 – 9, 2018 and
November 21 – 23, 2018
Editorial

Prospects of professional service management

Professional and creative service design is the decisive prerequisite for customer satisfaction and customer loyalty, which is an essential factor for lasting business success. In order to establish innovative services in a strategy-compatible manner and to develop, design and manage these services professionally and in a customer-oriented way, managers need to master concepts and methods of service management and apply them creatively. With this in mind, the “Chief Service Manager” certificate course has been developed by the Institute for Industrial Management at RWTH Aachen University (FIR) in collaboration with RWTH Aachen University and RWTH Aachen International Academy, an executive program which teaches the required competencies according to the needs of the target audience.

Would you like to develop your value creation processes through the integration of services and create innovative solutions? Are you or one of your employees faced with the challenge of further developing your internal and external service capabilities or leading a service section? Are you looking for new ideas and novel approaches to service management to help you with your challenging task? Are you looking for an intense exchange with internationally acknowledged experts and an exchange of experiences across companies?

The certificate course “Chief Service Manager” has been designed to give you individual answers to these questions. We hope to have sparked your interest and we are looking forward to your participation!
Overview of the course

Objective
The objective of the course “Chief Service Manager” is to provide managerial staff in service sections with a comprehensive set of key competencies. Experts from industry and research point out the recent trends and developments in service management as needed by executives seeking to further develop a corporate division. In addition, proven methods are presented and expanded upon with the help of case studies and practical activities. Through exercises and the intensive exchange of ideas with experts, course participants are made aware of current and expected future challenges. Furthermore, they have the opportunity to create a personal network.

Target audience
The certificate course “Chief Service Manager” is directed towards business executives, service managers, and junior executives who are responsible for managing industrial services and seek to further develop them.

Successfully managing service sectors
The program includes:
- Strategic management of industrial services
- Development and design of industrial services
- Marketing
- Solution-selling
- Pricing of services
- Process management – methods and tools
- Personnel management – effectively leading employees
- Key indicators and management systems
- Contractual and legal challenges in service

Organisation and methodology
The course consists of two modules of three days each (from Wednesday to Friday respectively). Researchers from RWTH Aachen University account for the concept of the certificate course. In order to enable an optimal exchange between the experts from industry and research and the course participants, the the fundamentals are taught and illustrated with the help of concrete examples from the instructors’ professional and research activities. Both established and new concepts and methods serve as a basis for examining current trends from the service domain. Case studies, small group exercises and discussions deepen the newly gained knowledge and connect it to the experiences of the participants, ensuring an optimal transfer of knowledge into their companies. The number of participants is limited in order to ensure the creation of a highly effective learning environment.

Certificate and examination modalities
The “Chief Service Manager” course concludes with a certificate exam offered by RWTH Aachen University. Upon successful completion of the exam, participants will receive an approved certificate from RWTH on the last day of the course. As part of the course, participants will be carefully prepared for the exam. If the exam is not passed on first attempt, it can be retaken.
Course Concept

The course draws on an established concept which is based on the consideration of three essential success factors: the activities within the company, the company's organisational structure and the behaviour of its employees. Company-specific changes to these three factors need to occur in an integrated process. Changing one factor – such as organisational structure – in isolation without adapting the other factors simultaneously will adversely affect the company's development. Thus, the course has a focus on understanding and implementing development perspectives in the spheres of activity, structure, and behaviour.

This is the starting and focal point of the “Chief Service Manager” certificate course. The understanding as well as the application of the development perspectives activity, structure, and behaviour form the foundation of the course concept. The course is centered on understanding and implementing the development perspectives subsumed under the headings of activity, structure, and behaviour. In exercises and workshops, participants are introduced to the required tools, develop an understanding of their functions, and are trained in their application. The participants actively learn to recognize the importance of such tools for their own professional activity and the company at large, which enables them to contribute to an optimal positioning of their company vis-à-vis competitors. The intensive exchange of ideas between participants and experts is another central element of the course which enhances the consolidation, transfer and application of the course contents.

The varied combination of theoretical aspects and team exercises allows the taught content to be delivered in a clear and vivid way. The application and further development of the taught content is secured through components such as a business game and contributions from external practitioners presenting their experience as well as best practice examples. This combination is what makes the RWTH certificate course “Chief Service Manager” a unique continuing education offering.
# „Chief Service Manager“

## Program, Module 1 *

<table>
<thead>
<tr>
<th>Wednesday, 07.11.2018</th>
<th>Thursday, 08.11.2018</th>
<th>Friday, 09.11.2018</th>
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<tbody>
<tr>
<td>10:00 – 10:15 Get-together</td>
<td>08:15 – 08:30 Get-together</td>
<td>08:15 – 08:30 Uhr Get-together</td>
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<tr>
<td>10:15 – 11:30 Welcome and introduction to the certificate course “Chief Service Manager” – The Importance of Services for Successful Innovation</td>
<td>08:30 – 09:45 Uhr Development of business models for a cross-linked agriculture Anja Wilske, CLAAS KGaA mbH</td>
<td>08:30 – 13:00 Uhr Business game service management Dr. Christoph Heinen, MARGA Business Simulations</td>
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<tr>
<td>Discussion break</td>
<td>Discussion break</td>
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<tr>
<td>11:45 – 13:15 Pricing of industrial services</td>
<td>13:15 – 14:15 Guided Tour: Demonstration Factory Aachen Frederick Birtel, FIR e. V. an der RWTH Aachen</td>
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<tr>
<td>Dr. Paul Artur Glenn, EMAG Group</td>
<td>Prof. Dr. Christian Huber, RWTH Aachen University</td>
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<tr>
<td>Lunch break</td>
<td>Lunch break</td>
<td>Business-lunch and departure</td>
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<tr>
<td>14:15 – 15:30 Service-Engineering: Systematically realising new services</td>
<td>13:15 – 14:15 Guided Tour: Demonstration Factory Aachen Frederick Birtel, FIR e. V. an der RWTH Aachen</td>
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<tr>
<td>Felix Opehlostert, FIR at RWTH Aachen University; Claus Sporrer, Samhammer AG</td>
<td>14:15 – 15:45 Service marketing</td>
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<tr>
<td>Discussion break</td>
<td>Prof. Dr. Stefanie Paluch, T.I.M.E., RWTH Aachen University</td>
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</tr>
<tr>
<td>15:45 – 17:30 Workshop: Service-Engineering</td>
<td>16:00 – 17:15 Solution-Selling – offering client-oriented solutions</td>
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<tr>
<td>Felix Opehlostert, FIR at RWTH Aachen University; Claus Sporrer, Samhammer AG</td>
<td>Prof. Dr. David Woiwetschläger, Braunschweig University of Technology</td>
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<tr>
<td>Evening event starting at 8 pm</td>
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* Subject to change

## Social Events

In order to ensure an open and efficient learning environment, we actively encourage the exchange between participants and experts. For this purpose, social events are offered, which provide the opportunity to get to know one another, establish important contacts, and enter into a dialogue with the organisers and experts.
**Program, Module 2**

<table>
<thead>
<tr>
<th>Wednesday, 21.11.2018</th>
<th>Thursday, 22.11.2018</th>
<th>Friday, 23.11.2018</th>
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<tbody>
<tr>
<td>09:00 – 09:30 Get-together</td>
<td>08:15 – 08:30 Get-together</td>
<td>08:15 – 08:30 Get-together</td>
</tr>
<tr>
<td>09:30 – 11:00 International Service Business in Healthcare</td>
<td>08:30 – 10:15 Uhr Social Services</td>
<td>08:30 – 10:00 Certificate exam</td>
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<tr>
<td>Kevin Podratz, Philips Medical Systems DMC GmbH</td>
<td>Jana Frank, FIR at RWTH Aachen University</td>
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<tr>
<td>Discussion break</td>
<td>Discussion break</td>
<td>Break</td>
</tr>
<tr>
<td>11:15 – 13:00 Process optimisation</td>
<td>10:30 – 11:30 Strategic management for industrial services</td>
<td>10:15 – 11:30 Concluding presentation: Outlook and perspectives</td>
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<tr>
<td>Yona Paproth, FIR at RWTH Aachen University; Norman Barneków, SolutiCon GmbH</td>
<td>Frederick Birtel, FIR at RWTH Aachen University</td>
<td>Benedikt Moser, FIR at RWTH Aachen University</td>
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<tr>
<td>Lunch break</td>
<td>Discussion break</td>
<td>Subsequently: Certificate Award Ceremony</td>
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<tr>
<td>14:00 – 15:30 Workshop: Process optimisation</td>
<td>11:45 – 13:00 Human-Resource-Management as a critical success factor in industrial services</td>
<td>Benedikt Moser, FIR at RWTH Aachen University</td>
</tr>
<tr>
<td>Yona Paproth, FIR e. V. an der RWTH Aachen; Norman Barneków, SolutiCon GmbH</td>
<td>Prof.-Dr. Susanne Mütze-Niewöhner, IAW, RWTH Aachen</td>
<td>End of course</td>
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<tr>
<td>Discussion break</td>
<td>Discussion break</td>
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<tr>
<td>16:00 – 18:00 Personnel management</td>
<td>15:30 – 16:30 Workshop: Balanced Scorecard for industrial services</td>
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<tr>
<td>Paul Timmermans, P.J.M. Timmermans</td>
<td>Martin Lenart and Frederick Birtel, FIR at RWTH Aachen University</td>
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<tr>
<td>Discussion break</td>
<td>Discussion break</td>
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</tr>
<tr>
<td>Evening event starting at 8 pm</td>
<td>16:45 – 17:30 Exam preparation</td>
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</table>

* Subject to change

Dinner at “Reuters House”, the birth place of the press agency: You can expect to find exquisite food and beverages with Mediterranean twist in an exquisite ambiance in the heart of Aachen.

Spanish flair at “Tapa Loca”: Mediterranean specialties in Aachen's historic city centre. You can expect an exciting ambiance and first-class tapas.
“Chief Service Manager”

Topics

MODULE 1:

Introduction to the certificate course “Chief Service Manager – The Importance of Services for Successful Innovation”
The aim of this presentation is to provide information on the course’s structure, content, and approach as well as to introduce the basics of industrial service management.

Strategic management for industrial services
A decisive prerequisite for opening up potentials in services is to develop a conclusive strategy. This strategy determines the success that can be achieved through industrial services. Within this context, the following topics are addressed:
• Strategic planning and goals
• Strategic positioning and design of the performance program

Business game service management
In the business game, participants are entrusted with leading a virtual company. Operating on a virtual market, they are familiarized with the basics of business studies in a realistic setting. The business game allows participants to experience service management in an entrepreneurial context and enables the implementation of concepts in tangible corporate decisions.

Service engineering: Systematically developing new services
The aim of service engineering is to define, develop and design services. Through the structured use of suitable strategies, methods and tools for enhancing the effectivity and efficiency of the development process, the potentials of service engineering are exploited. Here, the focus is on:
• Process models for the development of products and services
• Processes for service development
• Workshop: Service engineering

Social services – Change in client communication
Social technologies are gaining enormous importance in economy and society. In the future, only those companies that make use of business communities across different value-added steps internally and externally will stay successful and innovative:
• Service 2.0 against the backdrop of digitalisation
• Communities as drivers of company-internal networking
• Service apps for the precise communication of information

Solution selling – Offering client-oriented solutions
Solution selling postulates the specific, integrated combination of goods and services in order to satisfy the needs of clients by offering a client-centric solution. Here, a process-oriented approach to solution selling is being followed, under consideration of the following aspects:
• Creating switching barriers through solution selling
• Process-oriented approach to solution selling

Marketing for industrial services
Service-specific marketing does not only comprise conceptualising and conducting market-related activities for a client, but also creating company-internal preconditions for an effective and efficient realisation of these activities. Consequently, the following aspects are being addressed:
• Internal benefits argumentation of services
• Customer-oriented marketing of services
MODULE 2:

Process management
Providing customer-oriented services is a crucial factor for a successful process optimisation in industrial services, and so are the distribution of competencies and flat hierarchies. This topic area comprises:

- The foundations of process optimisation
- Methods of process analysis
- Workshop: Process optimisation

Contract drafting in service
Legal foundations and the design of contracts in service pose a challenge for many organisations. In this course, the foundations of contract drafting in service are explained using illustrative examples.

Indicator systems for services
For clients, the quality of the services offered is the decisive selection criterion. Differentiating yourself from competitors in the service sector is thus only possible through the provision of high-quality services. Indicator systems significantly support the quality assurance of services. In this context, the following topics are addressed:

- The importance and difficulties of measuring service quality
- Approaches to determining indicators
- Workshop: Balanced scorecard for industrial services

Human resource management as a crucial success factor for industrial services
In modern industrial service management, service personnel does not only act as service providers, but also as mediators between companies and the market and as representatives of their company. In direct customer contact, they act as problem solvers and establish a relationship of trust with the client. These important functions are frequently in contrast with unsatisfactory working conditions that are characterised both by task-specific and more general problem areas. Topics of discussion are:

- Personnel management
- Personnel development in the service sector

Contributions from practitioners
The course is enhanced by contributions from speakers from renowned companies, such as Philips Medical Systems DMC GmbH or CLAAS KGaA mbH. These practice-oriented contributions are concerned with:

- Pricing of industrial services
- International service business
- Personnel management
- The development of business models for a cross-linked agriculture
“Chief Service Manager”

Speakers

Jana Frank, M.Sc.
Research Associate,
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University

Dr.-Ing.
Paul Artur Glenn
Director Service, Global
EMAG Group

Dr. Christoph Heinen
Executive Director,
Marga Business
Simulations GmbH

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RWTH Aachen
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RWTH Aachen
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Niewöhner
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Aachen University

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Stefanie Paluch
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Senior Manager DXR
Global Service Operations,
Philips Medical Systems
DMC GmbH

Claus Sporrer
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Samhammer AG

Paul Timmernans
Business Executive,
P.J.M. Timmernans

Anja Wilske
Manager Business Development,
Claas KGaA mbH

Prof. Dr.
David Woisetschläger
Professor for Service
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Braunschweig University
of Technology

Norman Barnekow
Process Optimisation
Lean Management,
SolutiCon GmbH

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Senior Manager DXR
Global Service Operations,
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DMC GmbH

Claus Sporrer
Project Management and Consulting,
Samhammer AG

Paul Timmernans
Business Executive,
P.J.M. Timmernans

Anja Wilske
Manager Business Development,
Claas KGaA mbH

Prof. Dr.
David Woisetschläger
Professor for Service
Management,
Braunschweig University
of Technology
Organisation

Date
Module 1: November 7 – 9, 2018
Module 2: November 21 – 23, 2018

Course fee (plus VAT)
3,500 EUR
2,975 EUR – Early bird fee for a registrations by September 26, 2018
2,800 EUR – Fee for members of FIR e. V., KVD e. V. or FVI e. V. for registrations by September 26, 2018

Matriculated members of the Cluster Smart Logistics on RWTH Aachen Campus receive discounts as contractually agreed.
Course materials, break refreshments, lunches and evening events are included in the price.

Registration
We recommend using our simple and quick online registration form on the following website:
anmeldung-herbst.zertifikatskurs-chief-service-manager.de
Alternatively, you can use the enclosed fax registration form. Of course, we accept preliminary registration by phone. If we do not receive your official registration within four weeks of making the reservation, we reserve the right to give your temporarily reserved place to another interested party. Registrations are considered in the order they are received. If a registration is cancelled less than four weeks prior to the start of the event, an administration fee of 50% of the course fee will be charged. If a cancellation is received less than two weeks prior to the start of the event, the full registration fee will be charged. FIR reserves the right to cancel the course in case of a lack of registrations. In this case, the full registration fee will be refunded. The program may be subject to change.

Contact
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Internet: www.fir.rwth-aachen.de
Follow us: facebook.fir.de und twitter.fir.de
Organisers

FIR e. V. at RWTH Aachen University
FIR is among the leading institutes for applied research in the areas of business organisation and corporate development. For more than 60 years, the institute has been addressing issues around increasing competitiveness, opening up new markets, and securing and creating new jobs. In this context, the focus is laid on the areas of business transformation, service management, information management, and production management. Furthermore, FIR offers academically rigorous additional qualifications in various topic areas that prepare specialist staff and managers to take on advanced management positions.

www.fir.rwth-aachen.de

RWTH International Academy
RWTH International Academy is an executive education provider that offers practitioners and professionals the opportunity to benefit from RWTH Aachen University's broad range of topics, its practice-oriented education, and its cutting-edge knowledge and expertise. RWTH International Academy has a wide range of programs for professionals who want to refresh and build on already acquired skills, gain specialist knowledge in a specific field, or receive specialized training in a particular area.

www.rwth-academy.com

RWTH Aachen University
RWTH Aachen University is recognized worldwide as a top-level research institution that provides educational programs in tune with the needs of business and industry, in particular in engineering and the natural sciences. For many years, RWTH has achieved top positions in German academic rankings due to its excellent reputation among leading employers, its strong academic standing, as well as its achievements in practically relevant research.

www.rwth-aachen.de
Registration by fax zum

RWTH certificate course
“Chief Service Manager”

November 7 – 9, 2018 and
November 21 – 23, 2018

Fax number: +49 241 47705-199

Please use a separate registration form for each person.

☐ I hereby register for participation in the RWTH certificate course “Chief Service Manager”. My registration is binding.

The course fee is 3,500 EUR plus VAT (regular) or 2,975 plus VAT for early registrations (registration until and including 26.09.2018). Members of FIR e. V. pay 2.800 EUR plus VAT when registering by September 26, 2018. Decisive is the date of receipt by FIR at RWTH Aachen University. Matriculated members of the Cluster Smart Logistics on RWTH Aachen Campus receive discounts as contractually agreed.

Academic degree / Title

First Name*

Last Name*

Position / Job Title

Department

Company Name*

Street / P.O. Box*

Post code and City*

Country

Phone*

Fax

Email Address*

I am / my company is ☐ A matriculated member of the Cluster Smart Logistics on the Campus of RWTH Aachen University ☐ Member of FIR e. V. ☐ Member of the network

Password: ______________________

Conditions of participation: I understand and accept the conditions of participation, fees, and all further information on the website.

Cancellation policy: I can name a substitute participant at any time until the start of the event. No fee will be charged for this change. Cancellations need to be carried out in written form, by fax, or by E-Mail. If a registration is cancelled less than four weeks prior to the start of the event, a processing fee of 50% of the participation fee will be charged. If a cancellation is received less than two weeks before the start of the event, the full participation fee will be charged.

A note on fees: I understand that all prices listed in this brochure are net prices that do not include the legal sales tax (VAT). The price for early registrations is only valid until the given date.

Electronic data processing: I understand that participant data is stored electronically and processed automatically.

List of participants: I have noticed that all participants receive a list of participants that includes the participants’ names, the respective company, and a list of exhibitors. Beyond that, the FIR does not pass on or publish contact data such as addresses or telephone numbers.

Use of photos: I agree that photos of the event, including those that I appear in, may be published in printed media, on FIR web pages, on data carriers, on TV, and for advertising purposes. Notice is hereby given that photos will be taken at the event.

Date, Signature*

For current information, please also visit the course website at zertifikatskurs-chief-service-manager.de