

QUALITY & OPERATIONAL EXCELLENCE | COURSE BROCHURE

Customer-Centric Process Design

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
The Netherlands

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Course content

Why attend

Processes are often designed around internal convenience rather than customer needs. This course teaches customer-centric process design: understanding customer needs and journeys, outside-in process analysis, designing for simplicity and speed, service blueprints, testing with customers and measuring customer outcomes.

Customers judge organisations by how easy they are to deal with. You will learn to design processes from the customer's point of view.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Journey and process mapping, service blueprint workshops, customer testing exercises and case studies.

Course objectives

By the end of this course, participants will be able to:
• Understand customer needs and expectations
• Analyse processes from the outside in
• Design simple, fast customer processes
• Use service blueprints
• Test process designs with customers
• Measure customer outcomes

Target audience

This course is suitable for:
• Process improvement practitioners
• Customer experience managers
• Service designers
• Operations managers
• Business analysts



Course content

Target competencies

Participants will develop competencies in:

- Customer insight
- Outside-in analysis
- Process design
- Service blueprinting
- Outcome measurement

Course outline

Day 1: Customer-Centric Thinking

09:00–10:08	Inside-out versus outside-in
10:08–11:00	Customer effort
11:00–11:30	**Coffee break**
11:30–11:45	Customer effort (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Understanding Customers

09:00–10:08	Needs and expectations
10:08–11:00	Journeys
11:00–11:30	**Coffee break**
11:30–11:45	Journeys (continued)
11:45–12:53	Research
12:53–14:00	Workshop

Day 3: Process Design

09:00–10:08	Simplicity
10:08–11:00	Removing steps
11:00–11:30	**Coffee break**



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11:30–11:45	Removing steps (continued)
11:45–12:53	Channels
12:53–14:00	Exercise

Day 4: Blueprints and Testing

09:00–10:08	Service blueprints
10:08–11:00	Prototypes
11:00–11:30	**Coffee break**
11:30–11:45	Prototypes (continued)
11:45–12:53	Customer testing
12:53–14:00	Workshop

Day 5: Measurement

09:00–10:08	Customer outcome metrics
10:08–11:00	Feedback loops
11:00–11:30	**Coffee break**
11:30–11:45	Feedback loops (continued)
11:45–12:53	Improvement
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,890.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
London Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,450.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Dubai Confirmed dates	18 Jan 2027	22 Jan 2027	**€3,150.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Amsterdam Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,540.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Cape Town Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,890.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Paris Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,860.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
London Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,450.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Vienna Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,940.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
Barcelona Confirmed dates	10 May 2027	14 May 2027	**€2,840.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	31 May 2027	4 Jun 2027	**€2,650.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
Dubai Confirmed dates	21 Jun 2027	25 Jun 2027	**€3,150.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Barcelona Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,840.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Dubai Confirmed dates	2 Aug 2027	6 Aug 2027	**€3,150.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Frankfurt Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,650.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Rome Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,450.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,450.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Vienna Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,940.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Rome Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,450.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**



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Dates, venues and fees (continued)

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Cape Town Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,890.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Rome Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,450.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online