

OPERATION MANAGEMENT

MANAGING SERVICE OPERATION

Durasi: **2 hari** (16 jam) | Duration: **2 days** (16 hours)

Menjawab Masalah Apa

Industri jasa di Indonesia kian meningkat dan dipercaya mampu mendorong peningkatan ekonomi negeri ini. Hal ini membuat pertumbuhan jumlah pemain dalam industri jasa kian meningkat. Tentunya, hal ini akan berdampak terhadap persaingan antar para penyedia jasa. Untuk tetap dapat menyediakan layanan terbaik kepada pelanggan sekaligus mendapatkan pertumbuhan bisnis, penyedia jasa perlu memikirkan ulang bagaimana organisasi menyampaikan nilai terhadap pelanggan.

Organisasi memerlukan rancangan operasi jasa yang mumpuni agar pelanggan dapat memperoleh layanan yang prima sementara dapat mengendalikan biaya dengan baik. Untuk itu pelatihan ini akan menyediakan kerangka berpikir dan alat-alat yang diperlukan untuk dapat merancang operasi jasa unggulan.

Manfaat Apa yang Anda Peroleh

Setelah mengikuti program pelatihan ini, peserta mampu:

- Memahami gambaran umum manajemen dan tantangan dalam operasi jasa
- Memahami cara merancang konsep jasa, proses jasa serta melakukan re-engineering terhadap proses jasa saat ini
- Memahami cara mengimplementasikan serta mengendalikan manajemen operasi jasa
- Memahami cara menjadi World Class Service Organization melalui Perbaikan Berkelanjutan (Continuous Improvement)

Apa Saya yang Dibahas

- Gambaran umum Manajemen Operasi Jasa:
 - Perbedaan antara jasa dan produk
 - Perbedaan perspektif antara penyedia jasa dan pelanggan
 - Pentingnya manajemen operasi jasa
 - Tantangan yang dihadapi Manajer operasi jasa dalam berbagai sektor jasa
- Perancangan Jasa
 - Pengertian dan pentingnya Konsep Jasa
 - Cara merancang konsep jasa (Service Concept)
 - Cara merancang pengalaman pelanggan

Problems to Be Addressed

The service industry in Indonesia is growing extensively and analyst believed that this sector can boost Indonesia's economy growth. This fact shows that there are many opportunities in the industry, and it will also increase the players in the industry and also the competition amongst service providers. To win the competition and to sustain growth in the organization by giving the best service, service providers need to rethinking how the organization deliver value for its customers while keep making bottom line for the company.

Organization needs to design excellent service operation so that the customers can receive excellent service and the company still making profits from its operation. This course will provide the framework and also the tools needed for companies to be able to design excellent service operation.

Objectives

After taking this training program, the participants will be able to:

- *Understand the general concept of Service Operation Management and its challenges*
- *Understand how to design Service Concept, Service Process and Re-Engineer your Service Process*
- *Understand how to implement and control your Service Operation*
- *Understand how to become World Class Service Organization through implementing Continuous Improvement*

Subject Covered

- *Introduction on Service Operation Management:*
 - *Service vs Product*
 - *The perspective difference between service provider and the customer*
 - *The importance of Service Operation Management*
 - *Challenges faced by Service Operation Managers in different types of service*
- *Designing Service Operation*
 - *Understanding the importance of Service Concept*
 - *How to design Service Concept*
 - *How to design customer experience*

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| <ul style="list-style-type: none"> - Cara merancang proses jasa - Cara melakukan engineering terhadap proses jasa saat ini • Implementasi dan Pengendalian Jasa <ul style="list-style-type: none"> - Metode pengukuran kinerja manajemen operasi jasa dan tantangannya - Pengendalian kinerja dalam operasi jasa - Manajemen sumber daya jasa • World Class Service Organization <ul style="list-style-type: none"> - Menggunakan Nilai sebagai penggerak Perbaikan Berkelanjutan - Pendekatan dalam menerapkan Perbaikan Berkelanjutan - Mendapatkan pembelajaran dari Masalah dan Organisasi lain - Konsep Excellent Service - Karakteristik World Class Service Organization - Bagaimana organisasi bisa mencapai dan mempertahankan layanan kelas dunia | <ul style="list-style-type: none"> - <i>How to design service process</i> - <i>How to re-engineer existing service process</i> • <i>Implementing and Controlling Service Operations</i> <ul style="list-style-type: none"> - <i>Service performance measurement and its challenges</i> - <i>Controlling service operations</i> - <i>Managing resources in services operation</i> • <i>World Class Service Organization</i> <ul style="list-style-type: none"> - <i>Using value to drive continuous improvement</i> - <i>Continuous improvement approach</i> - <i>Learning from problems and from others]</i> - <i>Excellent Service</i> - <i>World Class Service Organization Characteristics</i> - <i>How organizations can achieve and maintain world class service</i> |
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Siapa yang Perlu Ikut

Supervisor / Manajer yang berkecukupan dalam perancangan, implementasi serta pengendalian operasi di bidang jasa.

Who Should Attend

Supervisors and Managers involved in designing, implementing and controlling service operations

IDR 4.700.000

