

TWO-MODULE PROGRAMME: SERVITIZATION

- FROM CLAIMS DEPARTMENT TO STRATEGIC BUSINESS UNIT

LEARN HOW TO DEVELOP A SERVICE ORGANISATION WITHIN A SCALING SME THAT CAN PROVIDE COMPETENT AND COST-EFFECTIVE SERVICES, WHILE SECURING QUALITY CUSTOMER EXPERIENCES.

"By having a focused service strategy in place, a company can increase their turnover. Most companies only count 5% or less of their turnover from services, which has a potential of reaching up to 35% of the overall turnover, according to a research project from Copenhagen Business School."

- Andrew Hoff, Senior Consultant at FORCE Technology – programme expert.

HOW ODENSE ROBOTICS CAN HELP: WHY JOIN?

The Servitization programme provides Odense Robotics members with tools and guides you in how to think strategically on customer service, establish a setup and create your own strategic action plans for handling customer enquiries.

HOW?

The programme consists of two modules conducted in Danish, where you will hear from experts from knowledge institutions, universities, and the robotics, automation and drone industry, who will share cases and present tangible tools to help you get started on your international Servitization journey.

Speakers will share their insights on how you can establish your business as a service organisation and deliver optimal service – and how this can be a stepping stone to increasing turnover and elevating your business.

WHAT DO FORMER PARTICIPANTS SAY?

"We hope the tools we have gained from the programme will help us set up a solid and standardised service department that will be lucrative for us.

We want to deliver quality services in neat packages and ensure that our customers are happy, satisfied – and serviced."

- Mathias Pender Nielsen,
Success Manager, COBOD International participant in 2022.

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