Business Case Development for Support Investments Training Course

Professional Development Training Course Outline

Category	Customer Service and Customer Experience	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s competitive business environment, organizations must strategically invest in support functions to drive operational efficiency, customer satisfaction, and long-term profitability. Business Case Development for Support Investments Training Course equips professionals with the skills to build compelling, data-driven business cases that justify investments in IT, customer support, HR, and other essential operational areas. Participants will learn to analyze costs, quantify benefits, and communicate value effectively to stakeholders, enabling smarter investment decisions that align with organizational goals.

This course combines practical frameworks, industry best practices, and real-world case studies to ensure participants can confidently evaluate, propose, and implement support investment initiatives. By leveraging financial modeling, ROI analysis, risk assessment, and stakeholder engagement techniques, learners will transform abstract ideas into actionable investment proposals that drive measurable business impact.

Programme Curriculum

Business Case Development for Support Investments Training Course

Introduction

In today’s competitive business environment, organizations must strategically invest in support functions to drive operational efficiency, customer satisfaction, and long-term profitability. Business Case Development for Support Investments Training Course equips professionals with the skills to build compelling, data-driven business cases that justify investments in IT, customer support, HR, and other essential operational areas. Participants will learn to analyze costs, quantify benefits, and communicate value effectively to stakeholders, enabling smarter investment decisions that align with organizational goals.

This course combines practical frameworks, industry best practices, and real-world case studies to ensure participants can confidently evaluate, propose, and implement support investment initiatives. By leveraging financial modeling, ROI analysis, risk assessment, and stakeholder engagement techniques, learners will transform abstract ideas into actionable investment proposals that drive measurable business impact.

Course Duration

5 days

Course Objectives

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

1. Understand the fundamentals of business case development for operational support investments.
2. Conduct financial analysis to determine ROI, TCO, and NPV of support initiatives.
3. Identify and quantify cost-benefit drivers and key performance metrics.
4. Apply risk assessment frameworks to support investment decisions.
5. Utilize strategic planning tools to align investments with organizational goals.
6. Develop persuasive presentations for executives and stakeholders.
7. Leverage data analytics and reporting to support investment recommendations.
8. Apply project prioritization techniques for optimal resource allocation.
9. Incorporate customer experience and employee productivity metrics into business cases.
10. Benchmark support investments using industry best practices and competitive analysis.
11. Identify funding opportunities and budget optimization strategies.
12. Integrate change management principles to ensure successful adoption of initiatives.
13. Develop actionable, real-world business cases with measurable outcomes.

Target Audience

- Business Analysts
- Finance Professionals
- Project Managers
- Operations Managers
- Customer Support Managers
- HR and Administrative Leaders
- IT Managers and Solution Architects
- Strategic Planning and Investment Teams

Course Modules

Module 1: Introduction to Business Case Development

- Definition, purpose, and benefits of a business case
- Executive summary, problem statement, solution options
- Understanding stakeholder expectations
- Alignment with organizational strategy
- **Case Study:** Evaluating a support system upgrade in a mid-sized company

Module 2: Financial Analysis for Support Investments

- ROI, NPV, and TCO calculations
- Cost-benefit analysis techniques

- Forecasting and budgeting support initiatives
- Sensitivity analysis and scenario planning
- **Case Study:** ROI assessment for IT helpdesk automation

Module 3: Risk Assessment and Mitigation

- Identifying financial, operational, and strategic risks
- Risk prioritization methods
- Mitigation planning and contingency strategies
- Risk communication to stakeholders
- **Case Study:** Risk evaluation for outsourcing customer support

Module 4: Strategic Alignment and Prioritization

- Linking support investments to business strategy
- Portfolio management techniques
- Investment prioritization frameworks
- Resource allocation and capacity planning
- **Case Study:** Prioritizing HR system upgrades in a global organization

Module 5: Data Analytics for Business Case Support

- Collecting and analyzing relevant data
- KPIs and performance measurement
- Predictive analytics for decision-making
- Visualizing data for executive presentations
- **Case Study:** Using analytics to justify a knowledge management system

Module 6: Stakeholder Engagement and Communication

- Identifying stakeholders and their expectations
- Communication strategies for influence
- Building trust and credibility
- Crafting compelling narratives
- **Case Study:** Presenting a business case to a finance committee

Module 7: Implementation Planning and Change Management

- Action planning and milestone tracking
- Change management frameworks
- Resource and budget management
- Post-implementation evaluation
- **Case Study:** Rolling out a new customer support tool successfully

Module 8: Real-World Business Case Development Workshop

- Hands-on development of a complete business case
- Peer review and collaborative feedback
- Presentation to simulated executives
- Refining and finalizing recommendations
- **Case Study:** Comprehensive support investment proposal

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com