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COURSE BROCHURE

# Service Revenue Economics and Cost-to-Serve Modelling Training Course

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Kuala Lumpur

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# Service Revenue Economics and Cost-to-Serve Modelling Training Course

**Ref:** 2634_100193 **Date:** 7 – 11 March 2027 **Location:** Kuala Lumpur **Fees:** 4600 GBP

Service Revenue Economics and Cost-to-Serve Modelling is a 1-week training course for customer-facing finance analysts, service managers and commercial controllers who need to show how service quality turns into revenue, and who build a service revenue improvement plan. As margins tighten and customers switch suppliers with little friction, the economics of service now sit at the centre of profit conversations. Jupiter Prime Training delivers this course on Service Revenue Economics and Cost-to-Serve Modelling.

## Why Service Revenue Economics and Cost-to-Serve Modelling Matters Now

Three forces shape this field today. Digital channels have widened the cost gap between contacts. Subscription and contract renewal models mean that revenue now depends on whether customers stay, not only on the first sale. Boards want evidence that service spending earns a return. An organisation that measures retention value, upsell conversion and cost per contact can fund the service levels that pay back; one that cannot ends up cutting service blindly or overserving accounts that never repay the effort.

## Who Gains Most from Service Revenue Economics and Cost-to-Serve Modelling

- Finance business partners who support service, support desk and after-sales functions with margin reporting
- Service operations managers responsible for staffing, channel mix and service level targets
- Commercial analysts who price service contracts, renewals and add-on offers
- Customer success leads accountable for renewal rates and account expansion
- Management accountants who allocate contact centre and field service costs to customers

Groups pairing a service manager with that unit's finance partner gain most, leaving with one set of unit economics.

## Service Revenue Economics and Cost-to-Serve Modelling Capabilities

Participants finish able to price a satisfied customer and cost each service channel.

- Calculate customer lifetime value using margin, churn and discount rate inputs — renewal investment decisions
- Build a cost-to-serve model by channel, segment and contact type — service level and channel mix choices
- Assess the revenue effect of service quality scores on renewal and repeat purchase — service budget holders
- Design upsell and cross-sell offers that fit the service moment — commercial and customer success leads
- Test service changes against payback and margin thresholds — finance approval committees
- Communicate service economics in a short board-ready narrative — senior leadership and budget owners

## Key Service Revenue Economics and Cost-to-Serve Modelling Terms

- Cost-to-serve — the full operating cost of supporting one customer or segment, including contacts, visits and returns.
- Customer lifetime value — the present value of expected margin from a customer over the whole relationship.
- Churn rate — the share of customers or contract value lost in a period, used to project future recurring revenue.
- Net revenue retention — recurring revenue kept from existing customers, including expansion, minus losses.
- Service attach rate — the share of product sales that also carry a paid service contract or support plan.
- Cost per contact — total channel operating cost divided by the number of handled customer contacts in that channel.

## Service Revenue Economics and Cost-to-Serve Modelling Day by Day

### Day 1: Service as a Revenue Engine

- Service Quality to Revenue Logic — Linking Staff, Satisfaction and Repeat Revenue
- Recurring Revenue Mapping — Separating One-Off Sales From Contract Income
- Service Revenue Streams Inventory — Warranties, Support Plans and Paid Add-Ons
- Customer Journey Cost Points — Where Service Spend Actually Occurs
- Stakeholder Interest Map — Finance, Operations and Commercial Expectations

### Day 2: Measuring Cost-to-Serve

- Activity Cost Pools for Service — Contacts, Visits, Returns and Credits
- Channel Cost Comparison — Phone, Chat, Self-Service and Field Visits
- Segment Cost-to-Serve Matrix — Revealing Overserved and Underserved Accounts
- Cost per Contact Benchmarking Within the Organisation — Setting Efficiency Targets
- Hidden Service Costs — Rework, Repeat Contacts and Escalations

## Day 3: Retention and Lifetime Value

- Cohort Churn Analysis — Projecting Recurring Revenue From Renewal Patterns
- Lifetime Value Calculation — Margin, Retention and Discount Rate Inputs
- Satisfaction to Renewal Correlation — Pricing the Revenue Effect of Quality
- Net Revenue Retention Tracking — Expansion, Downgrade and Loss Components
- Retention Investment Cases — Deciding How Much to Spend Saving Accounts

## Day 4: Upsell Economics and Service Pricing

- Service Attach Rate Analysis — Growing Contract Income on Product Sales
- Upsell Conversion Funnel — Offers Made, Accepted and Retained
- Tiered Service Level Pricing — Matching Price Points to Cost-to-Serve
- Agent Revenue Incentives — Rewarding Sales Without Harming Satisfaction
- Payback and Margin Thresholds — Approving New Service Offers

## Day 5: Practising the Service Revenue Improvement Plan

- Segment Cost-to-Serve Rebuild — Applying Day Two Matrix to Live Accounts
- Lifetime Value Scenario Testing — Applying Retention Levers to Cohorts
- Channel Shift Business Case — Applying Cost per Contact Findings
- Board Narrative on Service Economics — Presenting Trade-Offs Clearly
- Service Revenue Improvement Plan — Actions, Owners and Revenue Targets

## Applying Service Revenue Economics and Cost-to-Serve Modelling After the Course

- Rebuild the cost-to-serve matrix for top segments and flag accounts whose service cost exceeds their contribution.
- Run a cohort churn and lifetime value review with the customer success lead to rank retention actions by payback.

## Service Revenue Economics and Cost-to-Serve Modelling Questions FAQ

### What is Service Revenue Economics and Cost-to-Serve Modelling and why does it matter now?

It is the practice of pricing the revenue good service creates and the cost of each service channel. It matters now because recurring revenue depends on retention.

### Which roles gain most from Service Revenue Economics and Cost-to-Serve Modelling?

Finance partners, service operations managers, commercial analysts and customer success leads gain most. You benefit if you report service margins, set channel strategy or price service contracts.

## How does Service Revenue Economics and Cost-to-Serve Modelling differ from a customer profitability course?

It focuses on service operations rather than product margins. A customer profitability course ranks accounts by overall margin; this subject models contact channels, retention and upsell conversion.

## What do you bring back from Service Revenue Economics and Cost-to-Serve Modelling?

You bring back a service revenue improvement plan built on your own segments. It holds a cost-to-serve matrix, lifetime value scenarios and actions with owners.

## Service Revenue Economics and Cost-to-Serve Modelling: The Way Forward

The service revenue improvement plan gives finance and service leaders a shared view of which customers repay the effort spent on them. Its first use is often a channel mix or service tier decision for high-cost segments. Service directors and finance partners own it together, and the lifetime value assumptions deserve revisiting once a full renewal cycle has run.