



*Training Course:
Digital Business Support Solutions*

*23 - 27 August 2026
Istanbul (Turkey)
DoubleTree by Hilton Istanbul Esentepe*

Training Course: Digital Business Support Solutions

Training Course code: MA236468 From: 23 - 27 August 2026 Venue: Istanbul (Turkey) - DoubleTree by Hilton Istanbul Esentepe Training Course Fees: 5775 € Euro

Introduction

In the era of digital transformation, organizations must adopt integrated digital solutions to enhance operational efficiency, improve service delivery, and support business continuity. Digital business support solutions play a critical role in enabling organizations to streamline processes, automate workflows, improve customer interactions, and leverage data for informed decision-making.

Objectives

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

- Understand the concept and importance of digital business support solutions
- Identify key digital tools and platforms used in business operations
- Improve efficiency through automation and workflow digitization
- Enhance customer experience using digital support systems
- Utilize data and analytics for decision-making
- Integrate digital solutions across departments
- Manage digital transformation initiatives within support functions
- Ensure security and compliance in digital operations

Target Audience

- Business Support and Administrative Professionals
- Customer Service and Operations Teams
- IT Support and Digital Transformation Teams
- Process Improvement and Quality Professionals
- Team Leaders, Supervisors, and Managers
- Professionals involved in digitalization initiatives

Course Outline

Day 1: Foundations of Digital Business Support

- Introduction to digital transformation in business
- Role of digital solutions in supporting operations
- Overview of business support functions HR, Finance, Customer Service, Admin
- Digital ecosystems and enterprise systems ERP, CRM

- Key trends in digital business support
- Challenges and opportunities in digital adoption

Day 2: Digital Tools and Platforms for Business Support

- Customer Relationship Management CRM systems
- Enterprise Resource Planning ERP systems
- Collaboration and communication tools Microsoft 365, Teams, Slack
- Document management and workflow systems
- Helpdesk and ticketing systems
- Selecting the right digital tools for business needs

Day 3: Process Automation and Workflow Optimization

- Business process mapping and analysis
- Introduction to automation RPA concepts
- Workflow digitization strategies
- Reducing manual tasks and improving efficiency
- Integration between systems and platforms
- Case study: Automating a business support function

Day 4: Data, Analytics, and Decision Support

- Importance of data in digital business support
- Data collection and management basics
- Business intelligence tools Power BI concepts
- Creating dashboards and performance reports
- Using analytics for operational decision-making
- Data security and privacy considerations

Day 5: Digital Strategy, Governance, and Future Trends

- Aligning digital solutions with business strategy
- Digital governance and compliance
- Cybersecurity considerations in business support systems
- Change management in digital transformation
- Emerging technologies AI, chatbots, smart automation
- Final case study: Designing a digital business support solution.

Registration form on the Training Course: Digital Business Support Solutions

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