



*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.

This training program, designed by Global Horizon Training Center, provides participants with a comprehensive understanding of digital tools, platforms, and strategies used to support modern business operations. It focuses on practical applications of digital systems in business support functions such as customer service, administration, operations, and decision support. Participants will gain the knowledge required to implement, manage, and optimize digital solutions that drive organizational performance and innovation.

### 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

### Course Methodology

This program adopts a practical, application-oriented approach, including:

- Instructor-led interactive sessions
- Real-life case studies and business scenarios
- Group discussions and collaborative exercises
- Demonstrations of digital tools and platforms
- Hands-on conceptual exercises non-technical
- Best practice frameworks and models

## Organizational Impact

Organizations will benefit from:

- Improved efficiency and reduced operational costs
- Enhanced service quality and customer satisfaction
- Faster and more accurate decision-making
- Increased agility and adaptability to market changes
- Better integration of business processes across departments
- Strengthened digital capabilities within support teams

## 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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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....

Position: .....

Telephone / Mobile: .....

Personal E-Mail: .....

Official E-Mail: .....

### Company Information

Company Name: .....

Address: .....

City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....

Position: .....

Telephone / Mobile: .....

Personal E-Mail: .....

Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
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provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
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