



'Looking' Beyond Service Excellence to WOW Customers

(Synchronous e-Learning)

GAIN PRACTICAL AND VALUABLE SKILLS AND KNOWLEDGE

- RECOGNIZE** the importance of service innovation
- GENERATE** potential service innovation ideas – to transform the customer experience
- APPLYING** divergent and convergent techniques - to ensure creative and innovative ideas
- EVALUATE** potential service innovation ideas – according to organizational evaluation criteria
- SELECTING AND PRESENTING** viable ideas – to stakeholders

Service innovation enhances your competitiveness in challenging times.

What are the benefits that you and your company will gain?

- improving service delivery
- winning new customers
- increasing customer satisfaction and retention
- improving productivity and efficiency
- increasing competitiveness



CREATE



creativity

curiosity

commitment

communication

Skills to ensure that your staff adopt a service innovation mindset and are able to identify opportunities

How to turn potential service innovation idea to a successful idea

- ➔ recognizing biases in own perceptions
- ➔ reflecting on ideas
- ➔ postponing judgement

ADMINISTRATIVE DETAILS	SSG COURSE DETAILS	PREREQUISITES	WHO SHOULD ATTEND
<ul style="list-style-type: none"> • Duration: 16 hours • Course Fee: \$450 • Course Fee (after SSG Training Grant): <ul style="list-style-type: none"> ▪ MCE/SME: \$135 ▪ Singaporeans below 40 years and PRs: \$225 	<ul style="list-style-type: none"> • Course Reference Number: TGS-2019504401 • Funding Validity Period till 31 July 2023 • Mode of Training: Blended 	<ul style="list-style-type: none"> • Education: Minimum 'Secondary' • Language: able to speak, and write in English at a proficiency level not lower than WPL Level 3 	<ul style="list-style-type: none"> • Staff working in customer service, technical support, call centre, service and sales support, administration, and other roles involving customer contact • Staff working as team leader, supervisor, or manager

SSG terms and conditions apply.

MCE: Singapore Citizens, 40 years and above



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