



## PROJECT NOTIFICATION

Ref. No.: 22-CP-16-GE-WSP-A-PN2200020-001

<b>Date of Issue</b>	28 February 2022
<b>Project Code</b>	22-CP-16-GE-WSP-A
<b>Title</b>	Workshop on Customer Management Experience Using Data Analytics
<b>Timing and Duration</b>	20–22 April 2022 (three days)
<b>Hosting Country(ies)</b>	Singapore
<b>Modality</b>	Digital Multicountry
<b>Implementing Organization(s)</b>	Singapore Productivity Centre and APO Secretariat
<b>Participating Country(ies)</b>	All Member Countries
<b>Overseas Participants</b>	38
<b>Local Participants</b>	12
<b>Qualifications of Participants</b>	Managers and specialists in SMEs and professionals and associate consultants from National Productivity Organizations involved in customer experience management, data analytics, and digital marketing
<b>Nomination of Participants</b>	All nominations must be submitted through National Productivity Organizations of member countries
<b>Closing Date for Nominations</b>	1 April 2022

## 1. Objectives

- a. Understand the importance of the customer experience and its management in SMEs.
- b. Learn about advanced data analytics to maximize the customer experience and satisfaction.
- c. Equip participants with knowledge of major customer data collection methods and how that data can inform business decisions.

## 2. Background

According to an article published in The Straits Times on 28 October 2020, about 70% of the 575 SMEs surveyed in Singapore had not yet adopted data analytic solutions and services, with many of them being familiar only with spreadsheets and databases, suggesting a lack of awareness and understanding of advanced data analytics. In business today, data are considered an asset as tangible as hardware and are at the heart of operations. SMEs therefore need to move away from application-centric to data-centric ways of doing business. They need to go beyond the mere collection of information and monitoring to real-time data analysis to extract maximum value and pass the results to key decisionmakers as quickly as possible.

A World Bank article published on 27 September 2021 reported that the service sector accounted for roughly 55% of GDP in developing countries and around 68% in developed countries. Customer experience management (CXM), which encompasses the processes used to track, oversee, and organize every interaction with customers throughout the engagement cycle, is a critical component of business success. With various information coming from multiple customer touchpoints, it is necessary to deploy appropriate, systematic data analysis tools to enhance CXM to achieve the desired objectives. Successful CXM helps build and develop brands in the minds of customers, ultimately leading to long-term relationships. Better experiences are very effective in increasing sales to new or existing customers. A satisfied customer will always create repeat sales and act as a word-of-mouth advertiser. CXM improves brand loyalty through positive customer interactions, satisfaction, and goodwill. In the long run, these are assets for any company to build future growth. The customer experience can be maximized if data analytics are used appropriately.

Data analytic tools can be either qualitative or quantitative. This workshop will explain how those tools extract and separate useful data from unnecessary information and analyze them to reveal patterns and numbers that can help in making profitable changes. It will also discuss how data analytics predict customer trends and behaviors, increase business productivity, and lead to evidence-backed decisions.

## 3. Scope, Methodology, and Certificate of Attendance

The duration of each day's sessions will be around three hours comprising presentations by experts, group discussions, and other relevant learning methods. The indicative topics of the presentations are:

Day 1:

- Factors in the customer experience and how to improve it
- Knowing your customers and establishing consistency across channels
- Addressing organizational structure and building relationships with customers

Day 2:

- Data, analytics, and decision-making
- Data-driven monetization
- Understanding data-driven strategies

Day 3:

- 7-Step data-driven problem-solving methodology
- Applying the goals, operations, analytics, and levers (GOAL) data-driven operating model stack
- Challenges and opportunities for productivity specialists across member countries

The detailed program and list of speakers will be provided two weeks prior to the sessions with announcement of the names of the selected participants.

The participants are required to attend all sessions. This full participation is a prerequisite for receiving the APO certificate of attendance.

#### **4. Financial Arrangements**

- a. The APO will meet the assignment costs of overseas resource persons and honorarium for up to two local resource persons.
- b. The host country will meet the costs for a virtual site visit(s), either broadcast live or recorded as applicable.

#### **5. Implementation Procedures**

Please refer to the implementation procedures for APO digital multicountry projects circulated with this document.

A handwritten signature in black ink, appearing to read 'Mochtan', with a long, sweeping flourish extending upwards and to the right.

Dr. AKP Mochtan  
Secretary-General