



PROJECT NOTIFICATION

Ref. No.: 21-CP-04-GE-WSP-A-PN2100024-001

Date of Issue	12 April 2021
Project Code	21-CP-04-GE-WSP-A
Title	Workshop on Service Design for Business Growth and Improvement
Timing and Duration	25–27 May 2021 (three days)
Hosting Country(ies)	Singapore
Modality	Digital Multicountry
Implementing Organization(s)	Singapore Productivity Center and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	19
Local Participants	12
Qualifications of Participants	Government officials, consultants and trainers from NPOs or consulting firms, and representatives of industrial associations working on productivity policy, consultancy, or training for productivity improvement in the service sector
Nomination of Participants	All nominations must be submitted through National Productivity Organizations of member countries
Closing Date for Nominations	5 May 2021

1. Objectives

- a. Introduce essential service design concepts to enhance business growth and service-sector productivity.
- b. Analyze current leading service design frameworks to formulate strategies to improve productivity.
- c. Address challenges and opportunities for service design solutions across member countries.

2. Background

Service design and innovation frameworks are developed through the synthesis of service-sector productivity, quality, and innovation. The interconnections among these three elements of productivity, quality, and innovation are critical to increase service-sector productivity and formulate optimal strategies for enterprises.

Service design is about meeting users' and customers' needs by improving existing processes or creating new ones. It puts consumers at the heart of the design process to improve both commercial and social enterprise services. The concept of service design thinking therefore prioritizes the needs and wants of customers by blending experiences and interactions between them and service providers.

The idea of service design was first introduced by a renowned marketing consultant, Lynn Shostack, in 1982. More recently, it has emerged as a creative, human-centered, and iterative approach to service innovation (Blomkvist, 2010; Meroni and Sangiorgi, 2011). Over the last decade, service design has become a major approach to achieve continuous improvement as well as innovation (Stickdorn, 2018).

Through innovative thinking in service design, organizations can understand their consumers better and gain a competitive advantage by actively involving them in a co-creation process. Some of the tangible benefits deriving from service design thinking which comprises the specific stages of research, concept formulation, prototyping, and facilitation, include improvements in product development processes and new products or services. A case in point is the adoption of the concept by leading tech enterprises, which have leveraged service design to integrate their hardware product lines with software app stores and after-sales training and development to better meet customer needs.

As part of its service quality improvement initiatives, the APO is introducing the concepts of service design, service design thinking, and the tools related to them to enhance business growth and improve productivity across member countries.

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:

- Concept of service design to enhance business growth and productivity.
- Service design and innovation frameworks to formulate strategies for service-sector productivity.

Day 2:

- Developing service design to increase quality and implement innovations.
- Country case studies on service design and innovation.

Day 3:

- Challenges and opportunities for service design solutions 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.

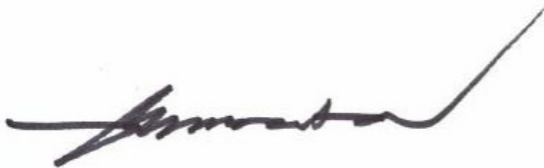
The participants are required to attend all sessions. This full participation is a prerequisite for receiving the APO certificate of attendance.

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 'Dr. AKP Mochtan', with a long, sweeping flourish extending to the right.

Dr. AKP Mochtan
Secretary-General

IMPLEMENTATION PROCEDURES FOR APO DIGITAL MULTICOUNTRY PROJECTS (TRAINING COURSES/WORKSHOPS/CONFERENCES)

1. Modality of Implementation

- a. The sessions will be conducted virtually.
- b. The duration of each day's sessions will be around three hours for training courses and workshops.
- c. The duration of the sessions will be around four hours for conferences.
- d. The APO Secretariat will inform the resource persons and participants of the link to the virtual sessions.
- e. The link will be exclusive to resource persons and participants and should not be shared.

2. Requirements of Participants

- a. Competent in connecting to virtual meetings, including independently undertaking troubleshooting in the event of poor or lost connections.
- b. Proficient in English, both written and spoken.
- c. Have necessary devices comprising a computer, web camera, microphone, and speaker or headphones.
- d. Access to internet connections suitable for videoconferencing. Stable, wired LAN connections are preferred.
- e. Follow the instructions of the moderators/presenters in asking questions, joining discussions, and answering questions.
- f. Wear appropriate business attire during the sessions.

3. Actions by Member Countries

- a. Each participating country will nominate three or more candidates in order of preference for training courses and workshops, and five or more candidates for conferences.
- b. All nominations must be endorsed by an APO Director or Alternate Director and submitted by a Liaison Officer or designated officer. Self-nominations will not be accepted.
- c. Nominations should reach the Secretariat before the deadline.
- d. Each nomination must be accompanied by the APO biodata form and uploaded to the APO Document Management System/Fleekdrive by the NPO. The biodata form is available on the APO website.
- e. If a selected participant becomes unable to participate, the NPO concerned should inform the APO Secretariat and the host country promptly.

4. Actions by the APO Secretariat

- a. Selection of candidates will be at the discretion of the Participant Selection Committee of the APO Secretariat.
- b. Selection of candidates will be completed and announced two weeks prior to the start of the sessions.
- c. Slots that become available due to withdrawal of a selected candidate(s) or lack of nominations by a member country may be filled by alternates to be selected on a merit basis.
- d. The APO Secretariat will inform NPOs of the final program and link of the virtual sessions one week prior to commencement.