



PROJECT NOTIFICATION

Ref. No.: 21-CP-05-GE-WSP-A-PN2100075-002

Date of Issue	03 September 2021
Project Code	21-CP-05-GE-WSP-A
Title	Workshop on Enhancing Service Productivity through Effective Business Models
Timing and Duration	19–21 October 2021 (three days)
Hosting Country(ies)	Singapore
Modality	Digital Multicountry
Implementing Organization(s)	Singapore Productivity Centre and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	19
Local Participants	12
Qualifications of Participants	Professionals from National Productivity Organizations (NPOs) or associate consultants assigned by NPOs involved in training and consultancy or working on e-government systems, digital public services, e-governance, administrative process innovation, management information systems, R&D, and ICT
Nomination of Participants	All nominations must be submitted through NPOs of member countries
Closing Date for Nominations	5 October 2021

1. Objectives

- a. Examine effective business models for enhancing service-sector productivity.
- b. Share best practices and exchange information on service-sector productivity enhancement initiatives in member countries.
- c. Discuss effective business models to improve service-sector productivity for adoption by member countries.

2. Background

According to a recent analysis conducted by Reports and Data, USA, the global service industry market is expected to grow from USD2.8 billion in 2019 to USD10 billion by 2026. The main driver of this growth is the development of new technology, which includes cloud-based software and mobility solutions for field service management (FSM). This new technology is extremely important for service industry businesses, making it inevitable for all to incorporate FSM in their business models.

The service sector encompasses a broad spectrum of enterprises, including startups and SMEs. Good business models with value propositions, i.e., ones that interlink productivity, quality, and innovation, are critical for both new and established enterprises alike. Businesses that want to start and stay at the cutting edge need to use design thinking, strategy, and continuous change in their business models. Some of the most successful businesses today reinvented models, disrupting their industries, and created the kind of value customers seek in the digital era.

An emerging, FSM-based business model that is fast gaining traction is the subscription business. Instead of selling a service as a one-off transaction, companies can operate on a subscription or ongoing model, which leads to a better understanding of customer needs in the process. One of the widely cited examples is Netflix, which has had outstanding success in building close customer relationships and gauging the number of users who streamed a movie/series and whether they gave up mid-way and watched something else, among others. Other successful, FSM-based models that mimic Netflix and serve as alternatives are the services catered by Viu operating in Indonesia.

This workshop will examine the principles of effective business models and tools to encourage innovation in the service sector for higher productivity. It will also analyze current platforms and models, providing opportunities to learn about the latest trends and cutting-edge tools that are crucial in driving future productivity in the service sector.

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-sector productivity
- Productivity measurement using the Integrated Management of Productivity Activities (IMPACT) framework

Day 2:

- Design and innovation frameworks to formulate strategies for improved service-sector productivity
- The business model canvas
- Business and human resources planning for higher productivity

Day 3:

- Digitalization and the changing landscape of the service sector
- Innovating the customer experience
- 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 'Dr. AKP Mochtan', with a long, sweeping flourish extending to the right.

Dr. AKP Mochtan
Secretary-General