



PROJECT NOTIFICATION

12 April 2018

1. **Project Code** 18-IN-14-GE-DLN-A
 2. **Title** e-Learning Course on Customer Satisfaction Management for the Health Sector
 3. **Timing and Duration** Session 1: 12–15 November 2018 (four days)
Session 2: 3–6 December 2018 (four days)
 4. **Venues** Session 1: Cambodia, Fiji, Mongolia, Sri Lanka, Thailand, and Vietnam
Session 2: Bangladesh, India, IR Iran, Nepal, Pakistan, and Philippines
 5. **Implementing Organizations** APO Secretariat and the following NPOs:

Session 1
Cambodia: National Productivity Centre of Cambodia, Phnom Penh
Fiji: National Training & Productivity Centre, Fiji National University, Suva
Mongolia: Mongolian Productivity Organization, Ulaanbaatar
Sri Lanka: National Productivity Secretariat, Colombo
Thailand: Thailand Productivity Institute, Bangkok
Vietnam: Vietnam National Productivity Institute, Hanoi

Session 2
Bangladesh: National Productivity Organisation, Dhaka
India: National Productivity Council, New Delhi
IR Iran: National Iranian Productivity Organization, Tehran
Nepal: National Productivity and Economic Development Centre, Kathmandu
Pakistan: National Productivity Organization, Islamabad
Philippines: Development Academy of the Philippines, Manila
- (Note: To maximize project benefits, the local venue [city and/or videoconferencing center] may change depending on the level of interest, participant type, and suitability of the venue as advised by the NPO.)*
6. **Number of Participants** More than 20 from each participating country
 7. **Closing Date for Nominations** Session 1: 2 November 2018
Session 2: 23 November 2018

8. Objectives

- a. To understand customer satisfaction (CS) trends in the age of Industry 4.0;
- b. To define CS management in the health sector;
- c. To show the relevance of CS within the context of the health sector and the necessity for providing consistent excellence; and
- d. To present a model for CS standard development for health sector that can be adapted and implemented by participants.

9. Background

The service sector is one of the major contributors to the GDP of all APO member countries. The promotion of productivity and innovative service-sector management is therefore crucial to drive national economies. Economic growth in advanced economies with a good quality of life is typically dominated by the service sector. CS management innovation, especially in the health sector, can result in quantum leaps in productivity and involves harnessing the creativity of employees to increase efficiency and enhance overall performance. The presentations and other materials in this e-learning course will detail specific guidelines for improving CS management for the health sector.

10. Modality of Implementation

This course is offered using the APO's own videoconferencing platform. Appropriate videoconferencing centers in each participating country will be used. Professional experts will conduct the e-learning course in two sessions as described above. Each participating country team will be led by a local coordinator. On the last day, a written assessment test will be conducted to test the participants' learning from the course.

11. Scope and Methodology

Scope

- a. CS management trends in the health sector in the age of Industry 4.0;
- b. Key skills in handling quality CS management for the health sector; and
- c. Good practices in CS management in the health sector.

Methodology

Interactive e-lectures, group discussions, field visits, and assessment test.

The tentative program is given below:

Day	Activity
Day 1	Opening session and presentations by resource speakers: Service productivity and CS management trends; Guiding steps to achieve service excellence; Service management and innovation strategy for the health sector
Day 2	Presentations by resource speakers: Business excellence framework for CS management; CS practices in the health sector; CS management innovation in the health sector in Japan
Day 3	Site visit(s), group discussion
Day 4	Country presentations on site visit(s), summing-up session, course evaluation, and examination

12. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	Staff and managers from the health sector or NPO consultants providing productivity improvement consultancy for the service/health sector.
Experience	At least two years of experience in a related field.
Education	University degree or equivalent qualification from a recognized institution.
Language	All proceedings of the project are conducted in English, and participants are frequently required to make oral and written presentations. They must therefore be proficient in spoken and written English. Those who are not proficient in English will not be accepted.
Health	Physically and mentally fit to attend an intensive project requiring participants to complete a number of individual and group activities and strenuous fieldwork. It is therefore recommended that member countries not nominate candidates likely to suffer from physical and mental stress.
Age	Candidates who fit the above profile are typically between 30 to 50 years of age.
Attendance	Participants are required to attend the entire program.

13. Financial Arrangements

To be borne by participating countries

All local implementation costs not covered by the APO.

To be borne by the APO

- a. All assignment costs for resource persons to prepare presentation materials and deliver presentations.
- b. Rental and other charges for the videoconference systems in participating countries.
- c. Honoraria for national coordinators designated by NPOs and transportation costs for field visits, if necessary.

14. Actions by Participating Member Countries

- a. Each participating country is requested to nominate more than 20 participants and submit a list in the format to be provided by the Secretariat later. The list of participants from each participating country must be finalized and sent to the APO Secretariat one week before the course begins. Please ensure that candidates nominated meet the qualifications specified above.
- b. Each participating country will identify an appropriate local coordinator. The coordinator will moderate group discussions among the participants during the e-learning course in consultation with the NPO and chief resource persons identified by the APO Secretariat. The group discussions will include experience sharing, views of participants on CS management in the service sector, and review of e-learning sessions. The coordinator will

also make all necessary arrangements with the local videoconferencing center prior to commencement of the e-learning course to ensure that the facility is ready for the sessions.



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