



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION ADDENDUM

9 March 2017

1. **Project Code** 17-IN-32-GE-DLN-A
2. **Project Title** e-Learning Course on Customer Satisfaction Management for the Service Sector
3. **Timing and Duration** Session 1: 25–28 July 2017 (four days)
Session 2: 22–25 August 2017 (four days)
4. **Venues** Session 1: Cambodia, Fiji, Japan, Malaysia, Mongolia, Philippines, and Vietnam
Session 2: Bangladesh, India, IR Iran, Nepal, Pakistan, and Sri Lanka
5. **Addendum No.** 1
6. **Reference** APO Project Notification 17-IN-32-GE-TRC-B: Project Notification dated 16 February 2017
7. **Details** Change in Timing and Duration in Project Notification

7-1 Change in Item No. 3 “Timing and Duration”

At the request of the National Iranian Productivity Organization (NIPO), the timing and duration of session 2 have been changed to **21–24 August 2017 (four days)**.

Other terms and conditions as specified in the Project Notification dated 16 February 2017 remain unchanged.

Santhi Kanoktanaporn
Secretary-General



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16 February 2017

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Session 2: Bangladesh, India, IR Iran, Nepal, Pakistan, and Sri Lanka
- 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
Japan: Japan Productivity Center, Tokyo
Malaysia: Malaysia Productivity Corporation, Petaling Jaya
Mongolia: Mongolian Productivity Organization, Ulaanbaatar
Philippines: Development Academy of the Philippines, Manila
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
Sri Lanka: National Productivity Secretariat, Colombo
- 6. Number of Participants** More than 20 from each participating country
- 7. Closing Date for Nominations** Session 1: 14 July 2017
Session 2: 11 August 2017

(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.)

8. Objectives

- a. To provide an understanding of new concepts of and strategies for customer service (CS) management for improving productivity in the service sector;
- b. To learn how to meet the needs of customers in the era of Industry 4.0; and
- c. To share CS strategies and best practices for successful innovation in the service sector.

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. Service-sector innovations, especially in CS management, can result in quantum leaps in productivity and involve harnessing the creativity of employees to increase efficiency and enhance overall performance.

As part of the APO's strategic direction of strengthening the service sector in member countries, it has been conducting courses on service-sector innovation, customer relationship management, ICT, and knowledge management in the service sector through e-learning courses and face-to-face projects. This course will focus on how to manage CS strategies to meet the specific needs of customers and share the best practices of CS management and innovation in the service sector, especially in the era of Industry 4.0.

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. Overall concept of customer service management;
- b. How to meet the needs of customers in the service sector; and
- c. Sharing best practices of CS management and innovation.

Methodology

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

The tentative program is given below:

Day	Activity
Day 1	Opening session and presentations by resource speakers
Day 2	Presentations by resource speakers
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 service sector or NPO staff providing CS management consultancy for SMEs in the service 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.
APO Certificate	Participants are required to attend the entire program to receive the APO certificate of attendance.

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 of 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.



Santhi Kanoktanaporn
Secretary-General