



PROJECT NOTIFICATION

Ref. No.: 22-IP-06-GE-DLN-A-PN2200035-001

Date of Issue	06 April 2022
Project Code	22-IP-06-GE-DLN-A
Title	APO e-Course on Applications of Service Innovation
Launch Date	30 June 2022
Hosting Country(ies)	APO Secretariat
Modality	Digital Learning
Implementing Organization(s)	APO Secretariat
Participating Country(ies)	Open
Overseas Participants	Not Applicable
Local Participants	Not Applicable
Qualifications of Participants	Open
Nominations of Participants	Not Applicable
Closing Date for Nominations	Not Applicable

1. Objectives

- a. Understand the concepts, tools, and methodologies of service innovation.
- b. Facilitate the adoption of service innovation and stakeholder engagement in organizational operations.
- c. Introduce emerging technologies such as user experience customization, mobile apps, big data and analytics, and the Internet of Things (IoT).

2. Background

The very nature of services and the speed of change have changed significantly in recent years. The traditional aspects of service delivery are no longer enough. Companies need to learn how to tap the potential for service innovation by closely looking into evolving trends.

Greater involvement, personalization, customization, and mobility from services are being demanded more than ever, and immediate results are also expected by consumers. When cutting-edge service innovations in one industry are used and seen by them, it is natural to have the same expectations of other providers. For example, self-service kiosks for airline check-ins can be easily applied to the retail and hospitality industries. Once consumers have this experience, they will expect to see similar service in other industries. With time, industry boundaries blur. Thus, companies need to pursue new ideas beyond their immediate competitors.

The rise of the mobile internet should also be noted. According to Statista, a German company specializing in market and consumer data, as of 2021, the number of smartphones sold worldwide was 1.38 billion, and in the fourth quarter of 2020, around 20.8% of all smartphones sold were made by Apple. Thirty-eight percent of the world's total population owned a smart device in 2018, and the smartphone penetration rate has continued climbing, reaching 46.5% in 2020. More than 100 billion apps were downloaded in 2013, up from 64 billion in 2012. The resulting mobile and self-service possibilities are dramatically changing service delivery. Grab's disruption of the taxi business is also a good example. Advances in digital payments are increasingly spurring mobile commerce, with far-reaching implications for retail and financial services. Halodoc, an Indonesian startup, is another good example of a game changer as it provides telemedicine through connectivity. Growth opportunities for the proliferation of smart devices are being unlocked, and the cost of developing services is being reduced, which also lowers barriers to entry.

Continued advances in analytic capabilities allow companies to gain insights from massive sources, leading to new service possibilities through big data and advanced analytics. In addition, the IoT is indispensable for service innovation. Machine-to-machine connectivity is facilitating real-time service delivery in a number of business-to-business applications. The prevalence of connected devices opens up possibilities for proactive, touchless service, along with new commercial models. Service innovation has immense potential for applications and therefore should be leveraged by enterprises and individuals.

3. Modality of Implementation

- a. The course is offered through the APO e-learning platform: <https://www.apo-elearning.org>
- b. Participants should register on this portal and create their own accounts.
- c. Certificates of completion will be provided for those who satisfactorily complete all the modules of the course, including quizzes and a final examination.

4. Scope and Methodology

The course will comprise five modules:

Introduction

Module 1:
Service transformation

Module 2:

Adoption of user experience customization: Tapping the mobile internet, big data and analytics, and the IoT

Module 3:

Human capital transformation

Module 4:

Transforming stakeholder engagement

Module 5:

Agile ways of working

Self-assessment quizzes and a final examination

Methodology

Module study, additional study material for participants, quizzes for self-assessment, and a final examination.

5. Requirements

- a. Have necessary devices and software comprising a computer/smartphone, updated browser, microphone, and speaker or headphones.
- b. Access to internet connections.
- c. Completion of all the modules, quizzes, and final examination.
- d. The APO e-certificate will be given to participants who score a minimum of 70% on the final examination.

6. Financial Arrangements

The APO will meet the assignment costs for resource persons to develop the course modules including quizzes and a final examination.

7. Actions by Member Countries

- a. Promote the courses nationwide.
- b. Provide the link to the APO e-learning platform on NPOs' websites and social network services.

8. Actions by the APO Secretariat

- a. Identify and assign the resource person(s) to develop the course.
- b. Announce course commencement on the APO website and social network services.



Dr. AKP Mochtan
Secretary-General