PROJECT NOTIFICATION

Reference No.: 41

Date of Issue	7 February 2023
Project Code	23-CP-18-GE-TRC-A
Title	Training Course on Customer Experience Design for Productivity
Timing	19 June 2023–23 June 2023
Hosting Country(ies)	Singapore
Venue City(ies)	Singapore
Modality	Face-to-face
Implementing Organization(s)	Singapore Productivity Centre (SGPC)
Participating Country(ies)	All Member Countries
Overseas Participants	19
Local Participants	6
Closing Date	19 April 2023
Remarks	Not Applicable

Objectives	- Introduce practices for designing quality products and services based on customer experience (CX). - Learn about various methodologies to design products, improve customer support services, and enhance marketing techniques for delivering excellent products and services. - Discuss and share best practices, challenges, and opportunities for CX design.
Rationale	Delivering satisfactory customer service experience is essential for the success of business models. Therefore, understanding CX to design products and services, enhancing CX with the use of technology, and analyzing its effect on service delivery will contribute significantly to institutional enhancement among APO members.
Background	According to research conducted by Accenture in 2022, 61% of customers reported that their priority had changed due to external factors such as the pandemic, inflation, and climate change. These have influenced the ways customers interact with companies, and CX design also evolved to satisfy new expectations. CX design is a concept to improve products and service quality, focusing on feedback on customer support, product design, and marketing. It is also applicable to public-sector services. Many customers use the internet to gather product information, make purchasing decisions, and give feedback via social network services; hence, it is necessary to engage them and make them feel valued in the purchasing process. Human-centered technologies increase customer satisfaction through personalized interactions and/or avoidance of repetition. Establishing a corporate philosophy to meet customer needs also helps create competitive business models.
Topics	- Overview of CX design in the public and private sectors. - Introducing tools and methodologies for designing products based on CX, corporate philosophy, and corporate branding. - Improving customer service and maximizing CX through human-centered technologies. - Case studies related to CX design.
Outcome	Participants will be trained in CX design and applying tools and methods reflecting customer feedback in products and services, marketing, and support. Case studies will show how to improve product design by reflecting customer expectations.
Qualifications	Government officials and representatives of industrial associations, enterprises, and public organizations.

Please refer to the implementation procedures circulated with this document for further details.

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Secretary-General