

## **FOSTER SERVICE INNOVATION**

(This programme is conducted in partnership with SQ Centre)

### **DESCRIPTION**

This unit covers knowledge and application skills in promoting the service innovation culture in the organisation. It involves leading a team to generate service innovation ideas, facilitating its implementation and evaluating the success of implemented service innovation ideas.

### **TARGET PARTICIPANTS**

- Customer Experience Managers
- Store/ Branch Managers
- Heads of Department
- Outlet Managers

### **DURATION**

2 days (16 hours)

### **LEARNING OUTCOMES**

- Promote a service innovation culture within the organisation
- Lead team in generating service innovation ideas which are in line with the organisation's evaluation criteria
- Facilitate the implementation of service innovation ideas at the workplace
- Evaluate success of implemented service innovation ideas

### **COURSE CONTENTS**

- **Promote a service innovation culture within the organisation**
  - Apply suitable methods to promote a service innovation culture within the organisation
  - Build organisational work practices and procedures that support service innovation
- **Lead team in generating service innovation ideas which are in line with the organisation's evaluation criteria**
  - Develop the characteristics of a Service Leader in terms of the skills, attributes and behaviours required to lead teams in generating service innovation ideas
- **Facilitate the implementation of service innovation ideas at the workplace**
  - Facilitate the implementation of service innovation ideas by:
    - developing a business case
    - soliciting senior management's endorsement
    - guiding staff in the development of implementation plans
    - identifying resources required
  - Pilot the service innovation ideas

# **BUSINESS FUTURE**

## **C O N S U L T I N G**

- Identify the key performance indicators to measure success of service innovation ideas
- Identify the areas of improvement and key considerations for large scale implementation
- **Evaluate success of implemented service innovation ideas**
  - Monitor and analyse the implemented service innovation ideas to ascertain gaps and instill best practices
  - Apply appropriate methods to evaluate the success of implemented service innovation ideas

### **LEARNING METHODOLOGY**

- Mini-lectures
- Group discussions/ Presentations
- Role-plays
- Quizzes
- Videos
- Games

### **ASSESSMENT**

Participants are required to undertake assessments which may take the form of:

- Learning journal
- Role-play
- Oral question

Participants who fulfill all requirements will receive a Statement of Attainment (SOA) issued by the Singapore Workforce Development Agency (WDA).

### **COURSE FEES**

WDA-funded Course Fee*	:	\$221.49 nett
Full Course Fee	:	\$738.30 nett

All fees stated are inclusive of 7% GST.

(\*70% course fee support for Singaporeans/SPRs only. Conditions apply)