



'Looking' Beyond Service Excellence to WOW Customers

(Synchronous e-Learning)

GAIN PRACTICAL AND VALUABLE SKILLS AND KNOWLEDGE

- RECOGNIZE** the importance of service innovation
- GENERATE** potential service innovation ideas – to transform the customer experience
- APPLYING** divergent and convergent techniques - to ensure creative and innovative ideas
- EVALUATE** potential service innovation ideas – according to organizational evaluation criteria
- SELECTING AND PRESENTING** viable ideas – to stakeholders

SUCCESS



Service innovation enhances your competitiveness in challenging times.

What are the benefits that you and your company will gain?

- improving service delivery
- winning new customers
- increasing customer satisfaction and retention
- improving productivity and efficiency
- increasing competitiveness



creativity

commitment

curiosity

communication

Skills to ensure that your staff adopt a service innovation mindset and are able to identify opportunities

How to turn potential service innovation idea to
a successful idea

- recognizing biases in own perceptions
- reflecting on ideas
- postponing judgement

ADMINISTRATIVE DETAILS	SSG COURSE DETAILS	PREREQUISITES	WHO SHOULD ATTEND
<ul style="list-style-type: none"> • Duration: 16 hours • Course Fee: \$450 • Course Fee (after SSG Training Grant): <ul style="list-style-type: none"> ▪ MCE/SME: \$50 ▪ Singaporeans below 40 years and PRs: \$178 	<ul style="list-style-type: none"> • Course Reference Number: TGS-2019504401 • Funding Validity Period till 30 December 21 • Mode of Training: Blended 	<ul style="list-style-type: none"> • Education: Minimum 'Secondary' • Language: able to speak, and write in English at a proficiency level not lower than WPL Level 3 	<ul style="list-style-type: none"> • Staff working in customer service, technical support, call centre, service and sales support, administration, and other roles involving customer contact • Staff working as team leader, supervisor, or manager

SSG terms and conditions apply.
MCE: Singapore Citizens, 40 years and above

