



## PROJECT NOTIFICATION

Ref. No.: 21-CP-04-GE-WSP-A-PN2100024-001

<b>Date of Issue</b>	12 April 2021
<b>Project Code</b>	21-CP-04-GE-WSP-A
<b>Title</b>	Workshop on Service Design for Business Growth and Improvement
<b>Timing and Duration</b>	25–27 May 2021 (three days)
<b>Hosting Country(ies)</b>	Singapore
<b>Modality</b>	Digital Multicountry
<b>Implementing Organization(s)</b>	Singapore Productivity Center and APO Secretariat
<b>Participating Country(ies)</b>	All Member Countries
<b>Overseas Participants</b>	19
<b>Local Participants</b>	12
<b>Qualifications of Participants</b>	Government officials, consultants and trainers from NPOs or consulting firms, and representatives of industrial associations working on productivity policy, consultancy, or training for productivity improvement in the service sector
<b>Nomination of Participants</b>	All nominations must be submitted through National Productivity Organizations of member countries
<b>Closing Date for Nominations</b>	5 May 2021

## 1. Objectives

- a. Introduce essential service design concepts to enhance business growth and service-sector productivity.
- b. Analyze current leading service design frameworks to formulate strategies to improve productivity.
- c. Address challenges and opportunities for service design solutions across member countries.

## 2. Background

Service design and innovation frameworks are developed through the synthesis of service-sector productivity, quality, and innovation. The interconnections among these three elements of productivity, quality, and innovation are critical to increase service-sector productivity and formulate optimal strategies for enterprises.

Service design is about meeting users' and customers' needs by improving existing processes or creating new ones. It puts consumers at the heart of the design process to improve both commercial and social enterprise services. The concept of service design thinking therefore prioritizes the needs and wants of customers by blending experiences and interactions between them and service providers.

The idea of service design was first introduced by a renowned marketing consultant, Lynn Shostack, in 1982. More recently, it has emerged as a creative, human-centered, and iterative approach to service innovation (Blomkvist, 2010; Meroni and Sangiorgi, 2011). Over the last decade, service design has become a major approach to achieve continuous improvement as well as innovation (Stickdorn, 2018).

Through innovative thinking in service design, organizations can understand their consumers better and gain a competitive advantage by actively involving them in a co-creation process. Some of the tangible benefits deriving from service design thinking which comprises the specific stages of research, concept formulation, prototyping, and facilitation, include improvements in product development processes and new products or services. A case in point is the adoption of the concept by leading tech enterprises, which have leveraged service design to integrate their hardware product lines with software app stores and after-sales training and development to better meet customer needs.

As part of its service quality improvement initiatives, the APO is introducing the concepts of service design, service design thinking, and the tools related to them to enhance business growth and improve productivity across member countries.

## 3. Scope, Methodology, and Certificate of Attendance

The duration of each day's sessions will be around three hours comprising presentations by experts, group discussions, and other relevant learning methods. The indicative topics of the presentations are:

Day 1:

- Concept of service design to enhance business growth and productivity.
- Service design and innovation frameworks to formulate strategies for service-sector productivity.

Day 2:

- Developing service design to increase quality and implement innovations.
- Country case studies on service design and innovation.

Day 3:

- Challenges and opportunities for service design solutions across member countries.

The detailed program and list of speakers will be provided two weeks prior to the sessions with announcement of the names of the selected participants.

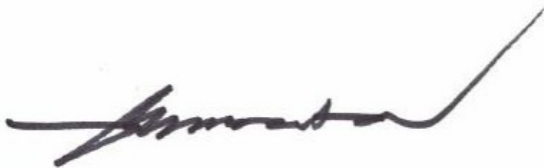
The participants are required to attend all sessions. This full participation is a prerequisite for receiving the APO certificate of attendance.

#### **4. Financial Arrangements**

- a. The APO will meet the assignment costs of overseas resource persons and honorarium for up to two local resource persons.
- b. The host country will meet the costs for a virtual site visit(s), either broadcast live or recorded as applicable.

#### **5. Implementation Procedures**

Please refer to the implementation procedures for APO digital multicountry projects circulated with this document.

A handwritten signature in black ink, appearing to read 'Dr. AKP Mochtan', with a long, sweeping flourish extending upwards and to the right.

Dr. AKP Mochtan  
Secretary-General