PROJECT NOTIFICATION

Reference No.: 284

Date of Issue	16 February 2024
Project Code	24-IP-16-GE-TRC-A
Title	Training Course on AI Applications in the Service Sector
Timing	23 April 2024–26 April 2024
Hosting Country(ies)	APO Secretariat
Venue City(ies)	Not Applicable
Modality	Online
Implementing Organization(s)	APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	50
Local Participants	Not Applicable
Closing Date	5 April 2024
Remarks	Not Applicable

Objectives	Understand how AI enables predictive field service, anticipates service requirements, and automatically adjusts business processes, thereby maximizing productivity, workforce efficiency, and customer satisfaction while reducing costs.
Rationale	The APO encourages digitalization in the public sector by utilizing new tools, techniques, and AI applications to increase productivity and work efficiency. This effort supports the APO Vision 2025, which encourages smart transformation and improving workforce quality by preparing for the future of work through increased productivity.
Background	According to a study by Accenture, AI has the ability to increase productivity by 40% or more. Through data collection, automation, decision-making, and cybersecurity, AI can boost profitability by an average of 38%. This can help free up valuable time for employees. Applications of AI in the service industry particularly boost productivity, client happiness, data-driven decision-making, cost-effectiveness, and general corporate competitiveness. Automation can be used to replace rote and what would otherwise be considered unproductive tasks. It also allows workers to spend time doing what they enjoy more and exercising creativity to increase organizational productivity. For example, no-code systems could be one solution by allowing business users to automate repetitive tasks, streamline workflows, and develop applications with minimal manual coding, which could result in faster project delivery times to enhance productivity. Businesses hoping to prosper in the quickly changing digital landscape will find that adopting AI technologies is becoming more necessary.
Topics	Understanding AI; Applying AI to increase organizational performance and productivity for public- and private-sector services; no-code ecosystems for organizational productivity; and practical exercises on productivity enhancement using AI tools.
Outcome	Enhanced understanding of AI; improved employee productivity and satisfaction through AI applications; introduction of practical tools such as no-code systems; and learning from case studies and best practices in implementing AI to increase organizational productivity.
Qualifications	Government officials, consultants, trainers from NPOs, business leaders, and representatives of industrial associations or enterprises involved in AI promotion in the service sector.

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

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Secretary-General