PROJECT NOTIFICATION

Reference No.: 328

Date of Issue	22 March 2024
Project Code	24-CP-21-GE-DLN-A
Title	APO e-Course on Digital Transformation Strategies for the Service Sector
Timing	29 November 2024
Hosting Country(ies)	APO Secretariat
Venue City(ies)	Not Applicable
Modality	Digital Learning
Implementing Organization(s)	APO Secretariat
Participating Country(ies)	Open
Overseas Participants	Not Applicable
Local Participants	Not Applicable
Closing Date	Not Applicable
Remarks	Timing is the launch date of the e-course.

Objectives	Learn the requirements for accelerating service delivery and enhancing quality through digitalization; acquire knowledge of digitalization strategies and roadmaps for service organizations; and understand the implications of emerging technologies for service delivery along with legal and technical considerations.
Rationale	Digital transformation in the service sector can increase competitiveness and client satisfaction. This e-course offers a comprehensive overview from digitalization roadmaps to the adoption of emerging technologies for service organizations. Participants will learn to navigate and implement digital transformation for the service sector through case studies and strategic insights.
Background	The digital revolution is disrupting the service sector, and companies must adapt to remain ahead of the curve. However, many service organizations are struggling to keep pace with these changes and using trial-and-error approaches.

This e-learning course will address these challenges with a comprehensive understanding of the digital landscape and strategies and tools needed for the successful digital transformation of their organizations. It examines topics such as the current state of digital technologies, pros and cons of digital transformation, legal and regulatory considerations, and best practices for effective digital transformation initiatives.

Real-world case studies will be used to illustrate the significance and advantages of digital transformation for the service sector. The case studies will cover specific services such as professional business services (business-to-business), charities (social services), and retailers (business-to-consumer). |
Topics	Overview of digital transformation of the service sector; Developing and implementing a successful digital transformation strategy and roadmap; Practical and legal considerations in adopting digital technologies in the service sector; Understanding risks in service-sector digital transformation with case studies; and Emerging technology trends and opportunities for the service sector.
Outcome	Participants will understand the concept and impacts of digital transformation, digital platforms, and emerging technologies in the service sector, while developing awareness of opportunities and threats created by the digital transformation process.
Qualifications	Open to all participants in APO members and nonmembers.

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

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