



No. 31103/23

Dt. 21-2-2023

**Sub: 23-CP-18-GE-TRC-A: Training Course on Customer Experience Design for Productivity from 19-23 June 2023, Singapore. (Visit [www.npcindia.gov.in/NPC/User/InternationalServices](http://www.npcindia.gov.in/NPC/User/InternationalServices) for detailed Project Notification)**

Dear Sir,

We invite your kind attention to NPC [www.npcindia.gov.in/NPC/User/InternationalServices](http://www.npcindia.gov.in/NPC/User/InternationalServices) with regard to above Asian Productivity Organization (APO) project. The project notification and the APO bio data form are available on the above mentioned page and the same are also attached herewith. The duly filled in **single copy** of Performa enclosed (in excel form only) of the suitable officers for participation as per the para (**Qualifications for Participants**) of the project notification may kindly be forwarded to reach us latest by **10th April 2023**. In this regard, the following points may be noted.

- **Fees and Charges** The APO/host country would meet round trip economy class international airfare by the most direct route from the international airport nearest to the participant's place of work, hotel accommodation, and the per diem allowances charges of the participants, as per the project notification issued by APO. However, the travel insurance, visa fees, and airport taxes are to be borne by the participant. An Application fee (NON-REFUNDABLE) of **Rs. 500/-+ 18% GST** for the MSME Sector, Trade Unions, and NGOs and **Rs. 1000/-+ 18% GST** for others is payable along with the nomination form, for each participant. In case of selection by APO, NPC will charge **Rs. 3,000/-+ 18% GST** for the MSME Sector, Trade Unions, and NGOs, **Rs. 12,000/-+ 18% GST** for profit-making organizations, and **Rs. 6,000/- + 18% GST** for others per participant is payable towards handling charges and membership fee for the APO Alumni Association of India (AAAI). The requisite amount can be paid through a demand draft/cheque/ECS drawn in favor of the National Productivity Council, New Delhi. In the absence of an application fee, the nominations will not be considered. Kindly e-mail the details of the ECS/RTGS/NEFT payment made to [isg@npcindia.gov.in](mailto:isg@npcindia.gov.in). In this regard, the bank account details are attached herewith. It is the responsibility of the candidates to complete all the official formalities required by their organizations/departments before proceeding abroad.
- **Nomination Procedure All nominations should be routed through proper channel and as per the attached APO bio data form.** The nominations received after the last date will not be considered. It is the responsibility of the candidates to complete all the official formalities required by their organizations/department for participating in the program. It is requested to send nominations by e-mail to [mayank.verma@npcindia.gov.in](mailto:mayank.verma@npcindia.gov.in), [isg@npcindia.gov.in](mailto:isg@npcindia.gov.in), [rk.rawat@npcindia.gov.in](mailto:rk.rawat@npcindia.gov.in) (application in prescribed excel format) and one hard copy by post along with the covering letter of the competent authority on company's letter head. All information pertaining to nominations will be treated as confidential and classified. The nominated

officers may be invited as a faculty in programs on the relevant subject/s, organized by NPC.

- We look forward to receiving of nominations from your esteemed organization.

Thanking you

Yours faithfully,

-sd

**(K.D. Bhardwaj)**

**Director & Head (Int'l Serv.)**

**for Director General**

**e-mail: [isg@npcindia.gov.in](mailto:isg@npcindia.gov.in)**



## PROJECT NOTIFICATION

Reference No.: 41

<b>Date of Issue</b>	7 February 2023
<b>Project Code</b>	23-CP-18-GE-TRC-A
<b>Title</b>	Training Course on Customer Experience Design for Productivity
<b>Timing</b>	19 June 2023–23 June 2023
<b>Hosting Country(ies)</b>	Singapore
<b>Venue City(ies)</b>	Singapore
<b>Modality</b>	Face-to-face
<b>Implementing Organization(s)</b>	Singapore Productivity Centre (SGPC)
<b>Participating Country(ies)</b>	All Member Countries
<b>Overseas Participants</b>	19
<b>Local Participants</b>	6
<b>Closing Date</b>	19 April 2023
<b>Remarks</b>	Not Applicable

<b>Objectives</b>	<ul style="list-style-type: none"> <li>- Introduce practices for designing quality products and services based on customer experience (CX).</li> <li>- Learn about various methodologies to design products, improve customer support services, and enhance marketing techniques for delivering excellent products and services.</li> <li>- Discuss and share best practices, challenges, and opportunities for CX design.</li> </ul>
<b>Rationale</b>	Delivering satisfactory customer service experience is essential for the success of business models. Therefore, understanding CX to design products and services, enhancing CX with the use of technology, and analyzing its effect on service delivery will contribute significantly to institutional enhancement among APO members.
<b>Background</b>	<p>According to research conducted by Accenture in 2022, 61% of customers reported that their priority had changed due to external factors such as the pandemic, inflation, and climate change. These have influenced the ways customers interact with companies, and CX design also evolved to satisfy new expectations. CX design is a concept to improve products and service quality, focusing on feedback on customer support, product design, and marketing. It is also applicable to public-sector services. Many customers use the internet to gather product information, make purchasing decisions, and give feedback via social network services; hence, it is necessary to engage them and make them feel valued in the purchasing process.</p> <p>Human-centered technologies increase customer satisfaction through personalized interactions and/or avoidance of repetition. Establishing a corporate philosophy to meet customer needs also helps create competitive business models.</p>
<b>Topics</b>	<ul style="list-style-type: none"> <li>- Overview of CX design in the public and private sectors.</li> <li>- Introducing tools and methodologies for designing products based on CX, corporate philosophy, and corporate branding.</li> <li>- Improving customer service and maximizing CX through human-centered technologies.</li> <li>- Case studies related to CX design.</li> </ul>
<b>Outcome</b>	Participants will be trained in CX design and applying tools and methods reflecting customer feedback in products and services, marketing, and support. Case studies will show how to improve product design by reflecting customer expectations.
<b>Qualifications</b>	Government officials and representatives of industrial associations, enterprises, and public organizations.

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



Dr. Indra Pradana Singawinata  
Secretary-General