

## The Service Innovator Programme

To compete in the fast-paced, highly competitive market and maintain relevancy, it is crucial for organizations to innovate constantly. As highlighted in the February 2010 report from the Economic Strategies Committee, *“In addition to innovation in products, we need to also make a concerted push in promoting innovation in services. This would complement our effort to develop Singapore as a Global-Asia Financial and Business Hub, and as a leading Consumer Business Centre.”*

*Service innovation is not only about going the extra mile for customers, but also about figuring out a way to provide service better than it’s ever been done before.*

Recognizing the need to instil a spirit of innovation in service staff, SIRS is launching **The Service Innovator (TSI) Programme** in March 2011 where learners involved in service jobs and environments will be equipped with the mindset to adopt service innovation in their work lives, and skills to initiate and participate in service innovation in their work environments.

### COURSE OVERVIEW

#### A. Cultivate a service innovation mindset

- Recognise the need for service innovation.
- Adopt a service innovation mindset.
- Apply own thinking style for service innovation.

#### B. Participate in Service Innovation Processes

- Identify service innovation opportunities.
- Generate ideas to transform customer experiences.
- Evaluate and select service innovation ideas to develop.
- Advance service innovation ideas towards implementation.

### TARGET AUDIENCE:

- Graduates of the Certified Service Professional (CSP) Programmes, although that is not a pre-requisite.
- Operational staff from various service industry sectors, such as retail, F&B, Healthcare, Banking, Hospitality, etc.
- Back end staff from such support departments such as HR, IT, etc.

#### **COURSE DURATION/CLASS SIZE**

- 4 days or 32 hours. Depending on your organisation's operational considerations, the programme can be run as a 4 day conservative course or divided up over 4 weeks.
- Due to the high level of interaction and experiential activities, the recommended class size for the TSI programme is 16 to 20 participants.

#### **COURSE FEE**

- \$52 (before GST) for Singaporean and Singapore PR.  
*Fee before WDA subsidy is \$520.*

*Enhance your overall organisational innovation capability and experience higher customer satisfaction and increased competitiveness through The Service Innovator Programme.*