



SERVICE INDUSTRY TRANSFORMATION PROGRAMME



Supported by:





Business Landscape Today

Today's businesses face more challenges than ever as innovations in e-commerce, online payment and communications are driving new business models and shifting consumer behaviour.

Now, we see consumers and workforce behaviour differently, the type of jobs and skills needed in a business are evolving. In order for businesses to thrive in this environment, it is necessary to build up **capabilities to continuously innovate** and **redesign jobs to be future-ready**.

- **55%** of SMEs view **innovation** as a Top Priority
- Top aspects companies identified **innovation** plays a critical role:
 1. **Customer Experience**
 2. **Operational Processes**
 3. **Business Models**
- Hiring people with **right skills/ attitude** is the top business challenges

(source: SBF National Business Survey 2018/2019)



A close-up photograph of three hands assembling white puzzle pieces on a wooden surface. The hands are positioned to fit a piece into a larger structure, symbolizing teamwork and problem-solving.

Objective:

A programme that aims to build enterprise capabilities to be future-ready

Start with SITP

Service Industry Transformation Programme (SITP), curated specially for the businesses in the Lifestyle sectors [**Food Services, Hotels, Retail, Tour & Travel, MICE and Attractions**]. SITP focuses on capabilities transfer to help enterprises curb manpower challenges and improve productivity through service design and digitalisation.

It will include a guided project on the application of problem solving tools & techniques learnt to ensure your team will be able to apply these capabilities in the future.

What SITP helps you & your organisation

Service Industry Transformation Programme (SITP) will equip your organisation's team with applicable skills to uplift your organisation capabilities to be future-ready.



Understand The Problem



Understand User Needs And Wants



Uncover Opportunities And Strategize For Growth



Who should participate in SITP?

Food Services

Hotels

Retail

Tour & Travel

MICE

Attractions



**Forming your transformation team
(any of the above 2)**

Programme Structure

Up to 4 Months

Group Session (2 Days)

Individual Company (6.5 Days)

Workshop Day 1

Workshop Day 2

Date: 15 August 2019

Date: 22 August 2019



DISCOVER I

- Overview & service design approach
- Knowing your customers/users/employees
- Design research & problem framing
- Process & job redesign through case studies

DISCOVER I

- Ideation
- Value proposition canvas
- Business model canvas
- Customer journey mapping
- Service blueprint

Customised On-site Training and Project Guidance

DISCOVER II

- Customer ethnography
- Employee interviews
- Service blueprint field work

(2 Days)

1

D(R)EFINE & DEVELOP

- Refine challenges & opportunity
- Brainstorming & ideation
- Select indicators

(0.5 Day)

2

DEVELOP

- Prototyping
- Hands on project design
- Job redesign

(0.5 Day)

3

DELIVER

- Project implementation
- Usability tests

(6 x 0.5 Day
Or 3 Days)

4

DELIVER

- Ongoing implementation

5

DELIVER

- Indicators tracking/ measures

(0.5 Day)
After 6 months

6

Certified Service Transformation Practitioner



DELIVER

- Evaluation
- Follow up session

(0.5 Day)

7

Outcomes

Project Guidance Outcomes:

S/N	Quantitative Outcomes	Track	Job Rotation	Job Enlargement	Job Enrichment	Flexible Work Hours	Job Simplification	
Core Outcomes (At least one of the following and with 10% quantum)								
1	Reduction in man-hours	Digitalisation		√	√	√	√	
2	Reduction in number of workers deployed	Digitalisation	√			√	√	
3	Increase in employee satisfaction	Digitalisation/Service Design		√	√			
4	Reduction in processes	Service Design		√	√		√	
Supplementary Outcomes (At least one of the following)								
1	Reduction in production lead time	Digitalisation					√	
2	Increase in sales	Digitalisation/Service Design		√	√		√	
3	Reduction in cost	Digitalisation		√			√	
4	Increase in service delivery time/quality	Service Design			√			
5	New business/service/products	Service Design	√					
6	Increase in value added customer touch points / decrease in non-value added customer touch points	Service Design		√	√			
7	Increase in customer satisfaction	Service Design			√			
8	Increase in output of product	Digitalisation					√	
9	Declaration on wage increase	Service Design/ Digitalisation	Declaration by Company					

Programme Fees: SME

For 2-Day Workshop + 1 Project Guidance:

Full Fee	SGD 18,000
SME (NETT Fee) Up to 90% supported by Workforce Singapore	SGD 1,800 (before GST)

**Optional:* For SMEs who would like to take up a 2nd Project Guidance:

Full Fee	SGD 15,980
SME (NETT Fee) Up to 90% supported by Workforce Singapore	SGD 1,598 (before GST)
<i>Total: 2-Day Workshop + 2 Project Guidance</i>	<i>SGD 3,398</i> (before GST)

Additional Information

- Company can send up to 2 participants for the 2- Day workshop
- The lead for the 2nd project must be one of the participants for the workshop under the first project
- For the 2nd project guidance, the participants that went through the workshop has to be part of the project team

Programme Fees: Non-SME

For 2-Day Workshop + 1 Project Guidance:

Full Fee	SGD 18,000
Non- SME (NETT Fee) Up to 70% supported by Workforce Singapore	SGD 5,400 (before GST)

**Optional:* For Non-SMEs who would like to take up a 2nd Project Guidance:

Full Fee	SGD 15,980
Non-SME (NETT Fee) Up to 70% supported by Workforce Singapore	SGD 4,794 (before GST)
<i>Total: 2-Day Workshop + 2 Project Guidance</i>	<i>SGD 10, 194</i> (before GST)

Additional Information

- Company can send up to 2 participants for the 2- Day workshop
- The lead for the 2nd project must be one of the participants for the workshop under the first project
- For the 2nd project guidance, the participants that went through the workshop has to be part of the project team

Past Testimonials*



Sector: Food Services/ Food Manufacturing
 Company: Tai Chong Kok
 Name: Mr Ham
 Designation: CEO
 Scope of Project: Increase sales through digital channels

'The eCPP program has taught the importance of branding online and engaging the internet savvy millennials. We learn how to use the online platforms as an additional kit in our toolbox. Highly recommended for -internet virgins- businesses who wants to expose themselves to more potential customers and expanding their presence online.'



69% of employee takes **less than 3min** to locate items

\$ 10% Sales Increase

Sector: Retail
 Company: Horme Hardware
 Name: Chan and Chris
 Designation: Director, Operations Assistant Manager
 Scope of Project: Increase productivity through 5S for retailers

'This eCPP project has made significant different to our business. We've seen an increase of 10% sales increases and receiving commendable feedbacks coming from customers on the improved and safe shopping experience. This transformation has help to leverage Horme branding and elevate shopping experience for our customers and also given us the confidence in implementing across to all our stores.'

* Companies underwent eCPP, which is the previous iteration of SITP

Past Testimonials*



Sector: Food Services

Company: Chilli Api

Name: Bing Cheng

Designation: Marketing Manager

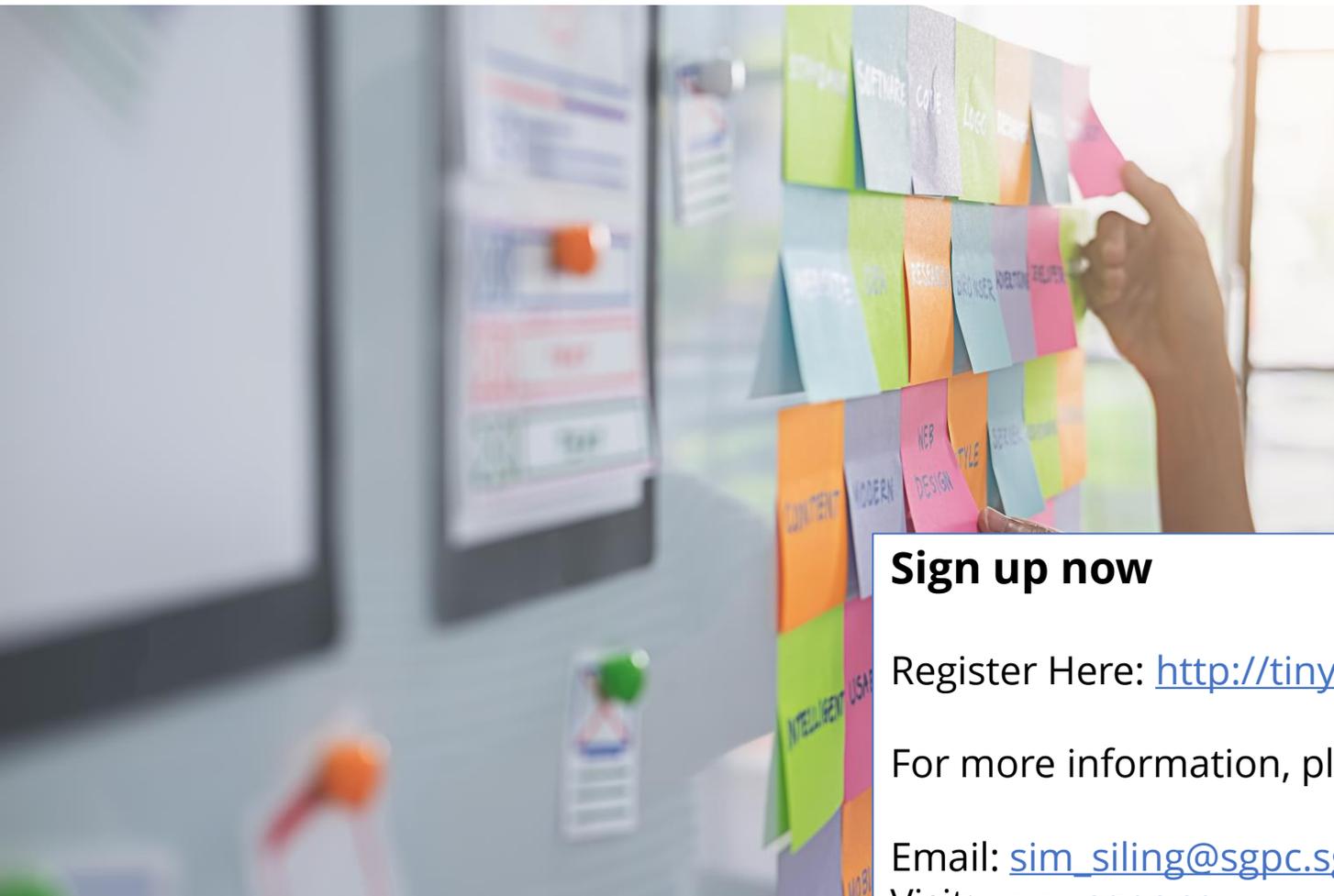
Scope of Project: Increase customer base through digital channels

'We would recommend the eCPP course. The consultant assigned to us; Ebenezer, have us great insights into digital marketing and expose us to different methods, applications and platforms digital marketers are currently using as well as real world applications for them.

He also conveyed to us the importance of statistical data, and how we can better manage our brand's digital presence. The hands-on approach to managing our campaign was great and allowed us to better absorb the contents of the course and retain them as compared to a dry lecture.

We are really glad to have participated in the eCPP course to have a better understanding of digital marketing and how it can benefit us. Through the course, our Facebook campaign's reach has increased with the help of Ebenezer thus gaining more value for the dollar spent.

Overall, the course has provided us with great insights into current digital trends. We would recommend this course without a doubt.'



Sign up now

Register Here: <http://tiny.cc/SITPSignup>

For more information, please contact:

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