



**3 TO 8 NOVEMBER 2019**  
**SEOUL, KOREA**  
**SERVICE DESIGN STUDY MISSION**

**BEYOND THE ORDINARY IN RETAIL**  
INFORMATION DECK

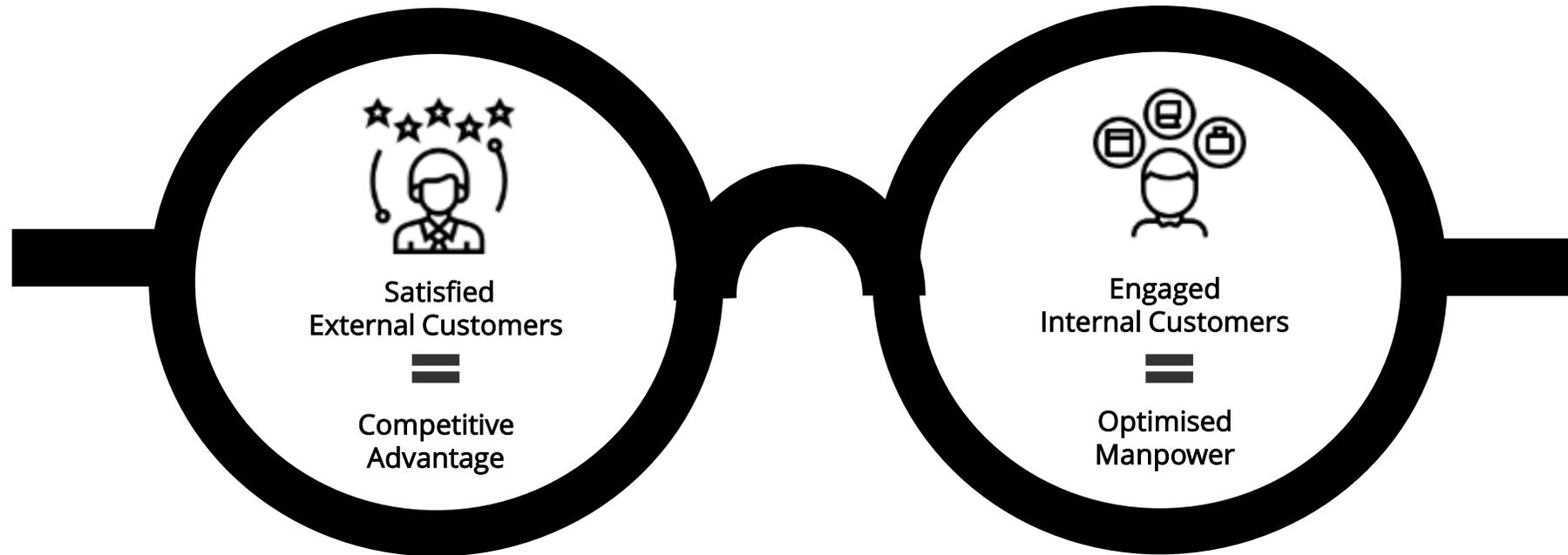
# WHAT IS SERVICE DESIGN

Service design is all about taking a service and making it meet the customer's needs consistently so that they will patronise your business again and again.

Service design = **competitive advantage & optimised manpower**



# HOW: THROUGH THE CUSTOMER LENS



Decisions and Strategy made through the **CUSTOMER PERSPECTIVE.**

# SERVICE DESIGN HAS HELPED THESE COMPANIES



# SO HOW CAN SERVICE DESIGN HELP YOU?



# KEY LEARNINGS & OUTCOMES

No. 1

Understand why, what and how service design can leapfrog your retail competition



Using service design tools can help your business **differentiate** from competitors and **create** a true value proposition that resonates with your customers.

# KEY LEARNINGS & OUTCOMES

No. 2

**Insights and sharing** from Service Design award winning Korean companies on how they achieve customer success with service design



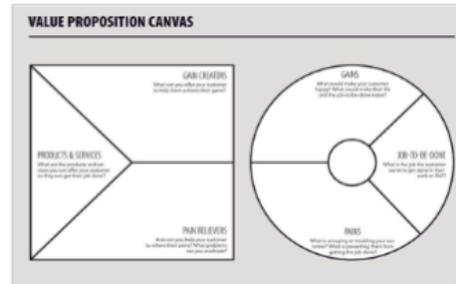
# KEY LEARNINGS & OUTCOMES

## No. 3

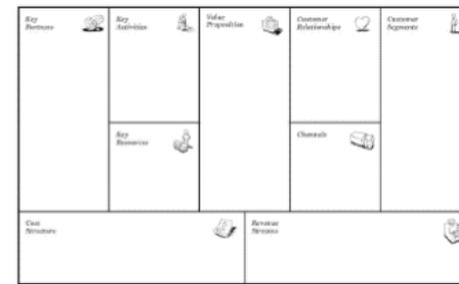
Learn to **apply** service design tools to your own retail business



Empathy Map



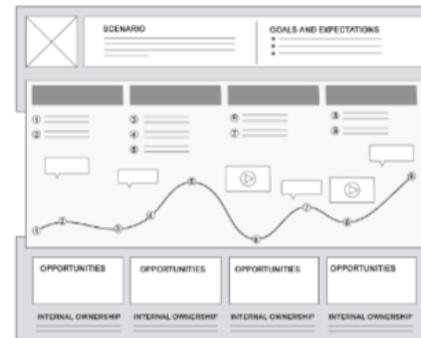
Source: <https://www.strategyzer.com/>  
Value Proposition  
Jobs to Be Done



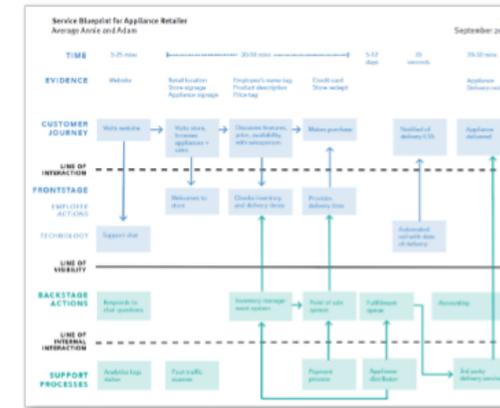
Source: <https://www.strategyzer.com/>  
Business Model Canvas



Source: <http://www.colville.co>  
Customer Persona



Source: Nielsen Norman Group  
Customer Journey Map



Source: Sarah Gibbons, Nielsen Norman Group  
Service Blueprint

# PROGRAMME FEES

This study mission is supported by **SkillsFuture Singapore (SSG)**:

## 90% funding

SMEs and Singapore Citizen/PR: **S\$570/pax<sup>^\*</sup>**

## 70% funding

Non-SMEs and Singapore Citizen/PR: **S\$1,710/pax<sup>\*</sup>**

Full Course Fees: \$5,700/pax

The above fees include accommodation (non-sharing) and meals (welcome dinner and lunch during the programme). Fees exclude GST, flight tickets and travel insurance.

### Note:

<sup>^</sup>SMEs pay an upfront of 30% i.e. S\$1,710.00 & will be reimbursed remaining 20% i.e. S\$1,140.00 after the trip via SkillsConnect Portal.

\*As part of the requirements of the programme, a compulsory report is to be submitted to SSG. As this study mission focuses on Service Design, participants on the trip will be guided to come up with a Service blueprint (which you will learn on the trip).



# ITINERARY OVERVIEW \*

Date	Time	Agenda
Day 0: 3 Nov, Sun		Arrive in Seoul, Korea
Day 1: 4 Nov, Mon	AM	Service Design Workshop: Understanding Service Design principles
	PM	Company Visit #1: <b>GS Retail (Convenience store)</b>
		Welcome Dinner
Day 2: 5 Nov, Tues	AM	Company Visit #2: <b>DB Insurance</b>
	PM	Company Visit #3: <b>Lotte Rental (Car rental)</b>
Day 3: 6 Nov, Wed	AM	Company Visit #4: <b>Lotte Hotel</b>
	PM	Company Visit #5: <b>Lotte World – Seoul Sky Observatory</b>
Day 4: 7 Nov, Thurs	AM (1h)	Company Visit #6: <b>Lotte World Amusement Park: Service Design Sharing</b>
	AM/PM	Lotte World Amusement Park: Service Design at own pace
Day 5: 8 Nov, Fri	AM	Service Design Workshop: Explore New Business Opportunities through Service Design
	PM	Depart Seoul, Korea

\* Please note that itinerary may be subjected to changes.

Registration closes on  
18 October 2019



(You will be directed to Google forms to complete registration)

HAVE QUESTIONS 

Please contact:

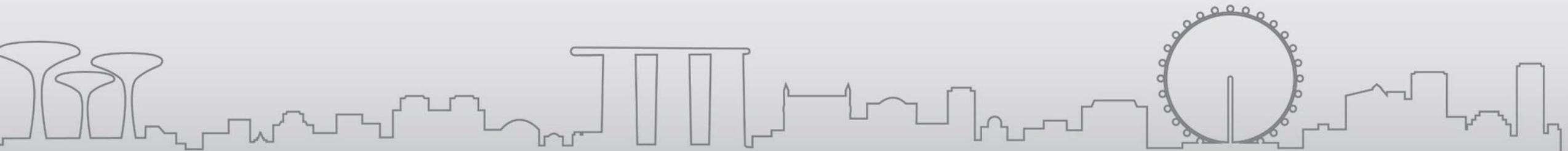
Ms Stephanie Goh

6906 8272

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# DETAILED ITINERARY



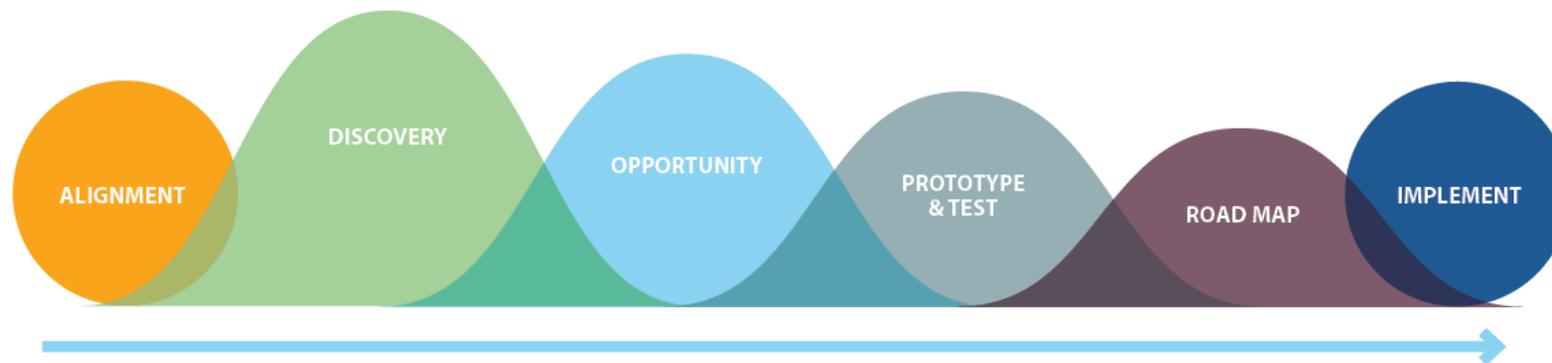
# DAY 1 (AM): SERVICE DESIGN WORKSHOP (PART 1)

## Service Design Principles & Process Design

What is Service Design?

Service design methodology: How to use service design toolkits

- i. Brain storming & Affinity Diagram / Stake Holder Map
  - Find Patterns & Insights / Persona / Customer Journey Map / Service Blue Print
- ii. Ideation & Expression / Develop the ideas: 6 hats / Business Canvas Mode / Prototyping



# DAY 1 (PM): GS RETAIL

Company	GS Retail (Convenience Store)
Learning Objectives	<ul style="list-style-type: none"><li>•Service Design applying customer needs and consumers trend</li><li>•Development and adaption of AI helpdesk, chatbot 'JINI' to helps store manager's task management</li></ul>
Introduction	<p>GS Retail, part of the GS Holdings, is a specialised distribution company that runs the second-most popular convenience store chain, 'GS25', beauty and health store 'Lalavla', and global leading hotel 'Parnas'.</p> <p>With customer satisfaction as their priority, GS Retail has adopted customer-oriented management to achieve its vision of leading GS innovation. It is aiming to be a true lifestyle partner that provides delight and happiness to customers.</p>
Accolades	<ul style="list-style-type: none"><li>•TOP of KS-SQI for 7 consecutive years</li><li>•The hall of fame of KOREA SERVICE GRAND PRIX</li><li>•Service Design Competition Award in 2018</li></ul>

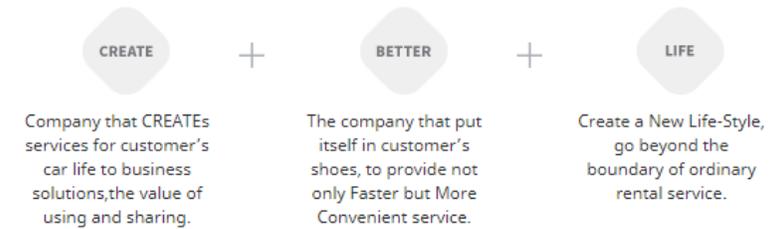




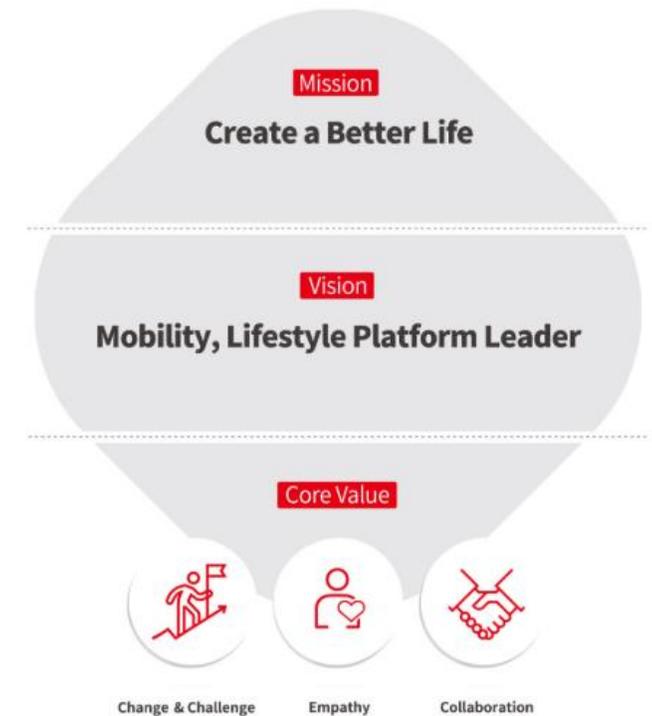
# DAY 2 (PM): LOTTE RENTAL (CAR RENTAL)



Company	LOTTE Rental
Learning Objectives	<ul style="list-style-type: none"> <li>•Well-organized System structure created through Service Design to create differentiated that remain consistent in quality</li> <li>•Digital transformation journey</li> </ul>
Introduction	<p>LOTTE Rental as the leader in the domestic rental industry puts forth a new consumer paradigm to <b>Create a Better Life</b> for customers.</p> <p>Established in 1986, with over 30 years of know-how business as South Korea's no.1 brand power, it provides services for reasonable consumption over simply purchasing, new experiences and solution to problems over owning.</p> <p>As the 'Global ICT Rentalution (Rental + solution) Leader', Lotte Rental has expanded its business to Vietnam and Thailand. Lotte rental continues to innovate to help customers find richness of life.</p>
Accolades	<ul style="list-style-type: none"> <li>•TOP of KS-SQI for 7 consecutive years</li> <li>•The hall of fame of KOREA SERVICE GRAND PRIX</li> <li>•Service Design Competition Award in 2019</li> </ul>



## LOTTE rental's Vision system



# DAY 3 (AM): LOTTE HOTEL & RESORTS



Company	LOTTE Hotels & Resorts
Learning Objectives	<ul style="list-style-type: none"><li>• Well-organized System structure created through Service Design to create differentiated experiences that remain consistent in quality</li><li>• L7 Hotel : How L7 Hotel created its unique Value Proposition and differentiated itself from competitors using Service Design methodologies</li></ul>
Introduction	<p>LOTTE HOTELS &amp; RESORTS, the largest hotel group in Korea, is expanding beyond Asia to become a global brand. They aim to be a brand that deeply moves the hearts of their guests with consistent quality of services and facilities in all LOTTE chain hotels across the world.</p> <p>For their guests who pursue a balanced lifestyle and know the value of refinement, LOTTE HOTELS &amp; RESORTS provide caring services and stylish, modern and comfortable rooms. Haute cuisine and state-of-the-art hotel facilities also offer the guests truly unique experiences.</p>
Accolades	<ul style="list-style-type: none"><li>• TOP of KS-SQI for 6 consecutive years</li><li>• KOREA SERVICE GRAND PRIX for 6 consecutive years</li><li>• Service Design Competition Grand Prix in 2019</li></ul>



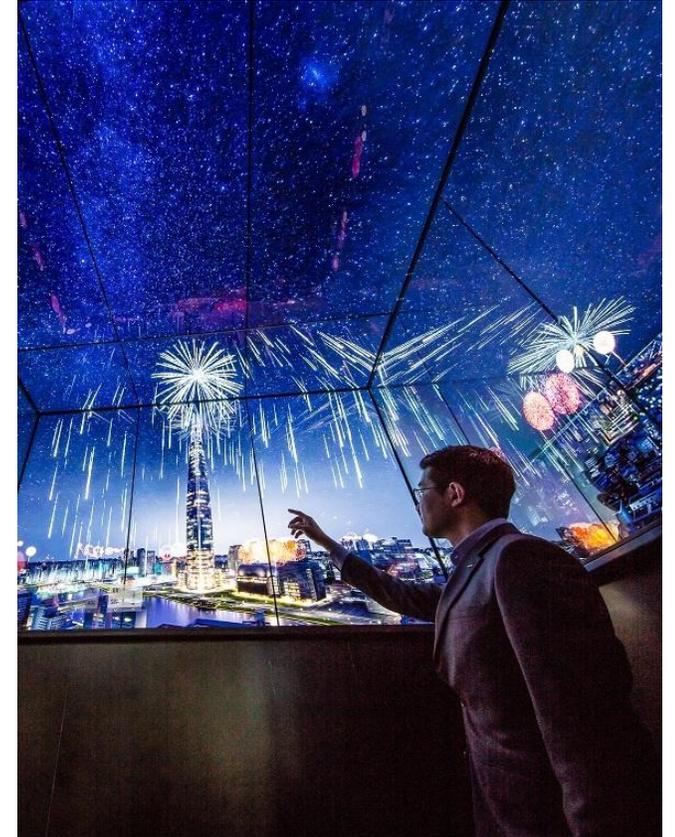
**Lotte  
2017**

**LOTTE HOTELS & RESORTS, Voted  
Hotel of the Year by Global Traveler**

# DAY 3 (PM): LOTTE WORLD – SEOUL SKY OBSERVATORY



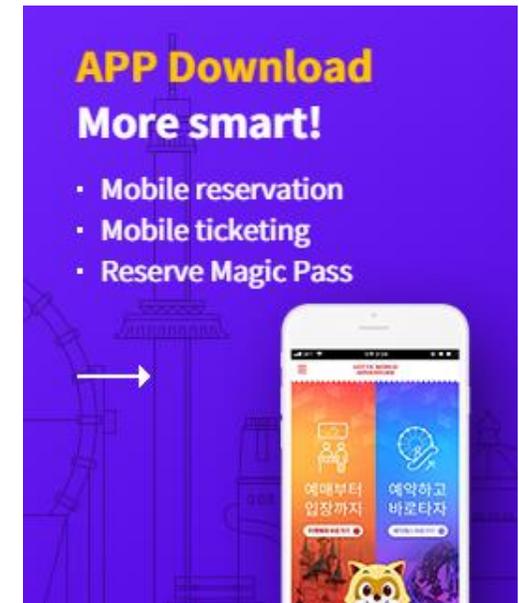
Company	LOTTE WORLD – SEOUL SKY
Learning Objectives	•Well-organized System structure created through Service Design to create differentiated experiences that remain consistent in quality
Introduction	<p>The Seoul Sky Observatory is located at the top of the Lotte World Tower, the world's fifth tallest building standing 123 stories and 555 meters high.</p> <p>As the tallest building in South Korea, it is the only place where you can take in a gorgeous 360-degree view of Seoul, the capital city of South Korea roaring with brilliant history and dynamic modern culture.</p> <p>The Observatory offers a diverse range of unique experiences that can only be had at a thrilling height of 500 meters in the air, including various exhibitions based on the theme "The Pride of Korea", a café above the clouds, and exclusive tower-themed souvenirs.</p>



# DAY 4 (AM/PM): LOTTE WORLD ADVENTURE



Company	LOTTE World Adventure
Learning Objectives	<ul style="list-style-type: none"> <li>•How to cater to various customer segments – the whole family especially children with various content</li> <li>•Employee Engagement &amp; Satisfaction: Internal customers' satisfaction is the first step of CS in Lotte World</li> <li>• Multi-feedback system to understand VOG(Voice of Guest)</li> </ul>
Introduction	<p>Lotte World opened on July 12, 1989, starting the era of full-scale theme parks in Korea. It was registered in the Guinness World Records as the largest indoor theme park in the world on 1995.</p> <p>It is regarded as one of the world's best theme parks along with Disneyland in the US and Japan (one of the world's TOP 10 theme parks selected by Forbes Magazine). It is visited by over 8 million customers on the average in a year, and the number of total visitors since its opening in July 1989 passed the 90 million mark. Foreign visitors account for 10% of the total visitors, and this shows that Lotte World is now one of the world-renowned tourist attractions in Korea as well as a favourite theme park among Koreans.</p>
Accolades	<ul style="list-style-type: none"> <li>• KOREA SERVICE GRAND PRIX for 3 consecutive years</li> <li>• Service Design Competition Grand Prix in 2017</li> </ul>



# DAY 5 (AM): SERVICE DESIGN WORKSHOP (PART 2)

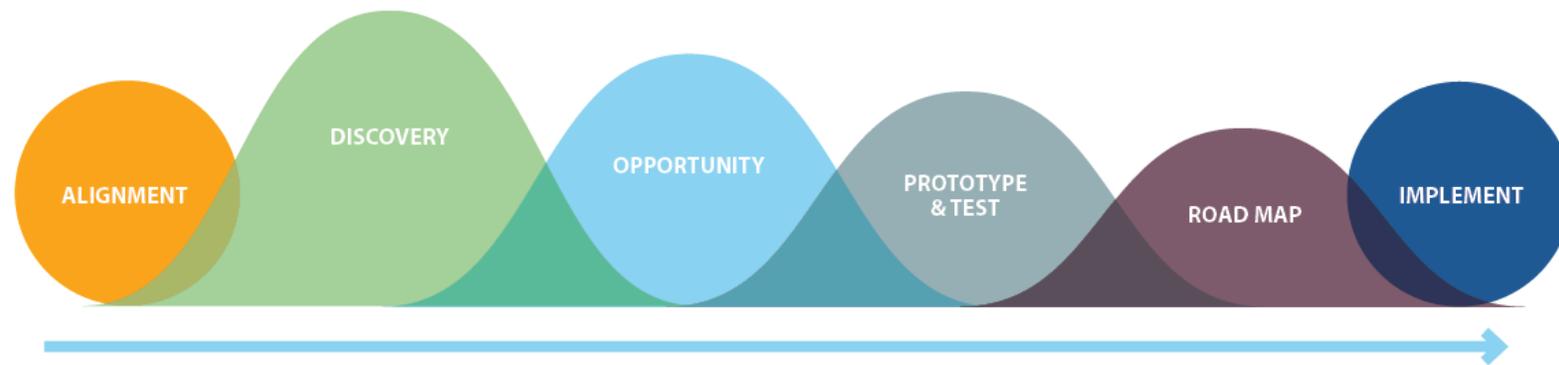
## Creating New Business Opportunities through Service Design

### Ideation

- i. Team up
- ii. Reflection on learning journey

### Applying Service Design on the business

- i. Transform service and change product-focused business into service oriented ones
- ii. Prototyping & Agile : Usable, Feasible, and Valuable Minimum Viable Product (MVP)



# ABOUT SINGAPORE PRODUCTIVITY CENTRE

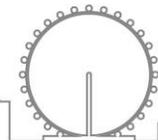
Helped More  
Than 1,000  
Enterprises to  
Improve  
Productivity



Conducted  
Productivity  
Benchmarking  
Study Since 2014



Organised Over  
30 Overseas  
Study Missions



# ABOUT KOREA SERVICE GRAND PRIX

The companies we will be visiting are one of the best in their fields and won various awards including being highly rated in the KS Service Quality Index and won awards in the Korea Service Grand Prix.

## KS Service Quality Index

- Korea's single index for assessment of service quality
- Assesses 70 business types and 291 firms and organizations before announcing the results.
- Service users evaluate satisfaction of service quality
- Comprehensive index for measuring quality levels of Korea's overall service industry

## Korea Service Grand Prix

- Selects and awards enterprises, organizations, institutions, and individuals that built customer-centered service quality management system and achieved excellent performance in service quality innovation of overall management
- Selects the final winner through document screening, on-site review, number of consumer complaints, and assessment of social reputation





**Transform. Innovate. Future-ready.**

