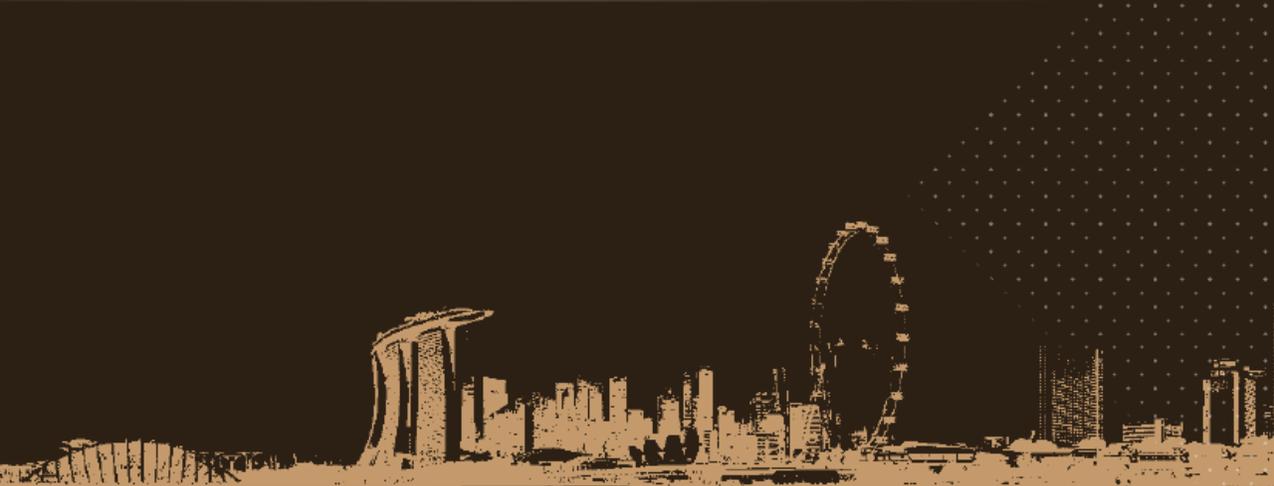


SERVICE INDUSTRY 
TRANSFORMATION
PROGRAMME (SITP)



BY:



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 start your business transformation journey, 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)



“To my surprise, he said he **faced the same problems** for his outlet in a major city in China - difficulty getting younger workers to work the long hours. But he already knew how to handle such issues. He had **transformed his business model** and spent years to develop ready-to-cook products that can be sold online. He keeps just a few brick-and-mortar outlets to allow customers to sample his cuisine, but most of the sales growth is online. He ended up thanking the Government for “forcing” him to transform!”

Speech by Minister Josephine Teo on 11 Sep 2019, on meeting a Singaporean businessman at the International Smart China Expo, Chongqing

外劳配额明年收紧
新计划助服务业转型精简人力

人力部长林郑月娥宣布，新加坡生产中心与劳动局方案，将协助企业提升工作效能、员工满意度、生产力，以及提高雇员薪资的目标。

林郑月娥在宣布方案时指出，新加坡生产中心与劳动局方案，将协助企业提升工作效能、员工满意度、生产力，以及提高雇员薪资的目标。她指出，新加坡生产中心与劳动局方案，将协助企业提升工作效能、员工满意度、生产力，以及提高雇员薪资的目标。她指出，新加坡生产中心与劳动局方案，将协助企业提升工作效能、员工满意度、生产力，以及提高雇员薪资的目标。



人力部长林郑月娥(左)在宣布新加坡生产中心与劳动局方案“服务行业转型大会”上，与新加坡生产中心主席陈永业(右)共同主持。图中为陈永业在台上发言。(图自新加坡生产中心)

Service Industry Transformation Programme Launched on 11 September 2019

SITP was launched on 11 September 2019 by Minister Josephine Teo as part of the continual support for businesses in their transformation journey.

The SITP is also part of the Lean Enterprise Development (LED) Scheme that helps firms transform to become more productive and more manpower-efficient.

“Participating firms will get service design tools to re-think your service delivery model, and how to start business transformation. You will also get guidance from facilitators, and funding support of up to 90% for SMEs.”



Service firms to get help, subsidies to transform industry

They can tap new scheme to redesign jobs, become more manpower-lean: Minister

Service-sector companies can now get more help to transform their businesses as they adapt to changing market needs and consumer demands. They will be able to tap government subsidies and professional guidance under the new Service Industry Transformation Programme (SITP) announced by Minister Josephine Teo yesterday. Companies can implement up to two transformation projects with the help of a certified productivity consultant from SITP, which, together with Workforce Singapore (WSG), aims to support close to 180 companies and 1,100 workers in the service industry through the new scheme.



(From left) Minister Josephine Teo chatting with Hsuan Ong Poh Koo, 51, and Hsuan Chia Chia Kuo, 75, both owning businesses at Fu Jiao, about an enterprise that has had extra staff and customer deaths and help lighten staffing sector load at the conference yesterday. (ST PHOTO: ALVIN CHIA)

New scheme offers funding, professional help for services companies to transform, boost productivity

Singapore SERVICES sector companies in Singapore can now get more help to transform their businesses as they adapt to changing manpower needs and consumer demands. They will be able to tap government subsidies and professional guidance under the new Service Industry Transformation Programme (SITP) announced by Minister Josephine Teo on Wednesday. Over four months, companies can implement up to two transformation projects with the help of a certified productivity consultant from the Singapore Productivity Centre (SPC), which, together with Workforce Singapore (WSG), aims to support close to 180 companies and 1,100 workers in the service industry through the new scheme.



Manpower Minister Josephine Teo told business leaders that Singapore is fundamentally labour-constrained and businesses need to become more manpower-lean over the medium and long term. (ST PHOTO: MARCELL LOPEZ)

2019年9月 | 建屋发! 提高收入预期

MINISTER JOSEPHINE TEO... (Small text at the bottom of the article)

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 building a future-ready enterprise.

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 Services 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 service delivery tools & techniques learnt to ensure your team will be able to apply these capabilities in the future.

Who should participate in SITP?

Food Services

Hotels

Retail

Tour & Travel

MICE

Attractions



Forming your transformation team
(any of the above 2)

PROGRAMME STRUCTURE



Workshop Group Session (2 Days)

2-Day knowledge transfer workshop on

- Service Design Approach
- Value Proposition
- Business Model
- Customer Journey Mapping
- Problem Framing
- Job Redesign
- Workforce Planning
- Case Studies

Company can send up to **2 pax**

On-site Training & Project Guidance Individual Company (6.5 Days)

Up to 4 Months

Application of knowledge through on-site project guidance for the team.

- Service Blueprint
- Fieldwork
- Prototyping
- Hands on Project Design
- Job Redesign
- Project Implementation
- Outcomes Indicators
- Tracking/ Measurement

Company can form a team (up to 6 members) with the 2 pax who have went through the workshop

On-site Individual Company Evaluation (0.5 Day)

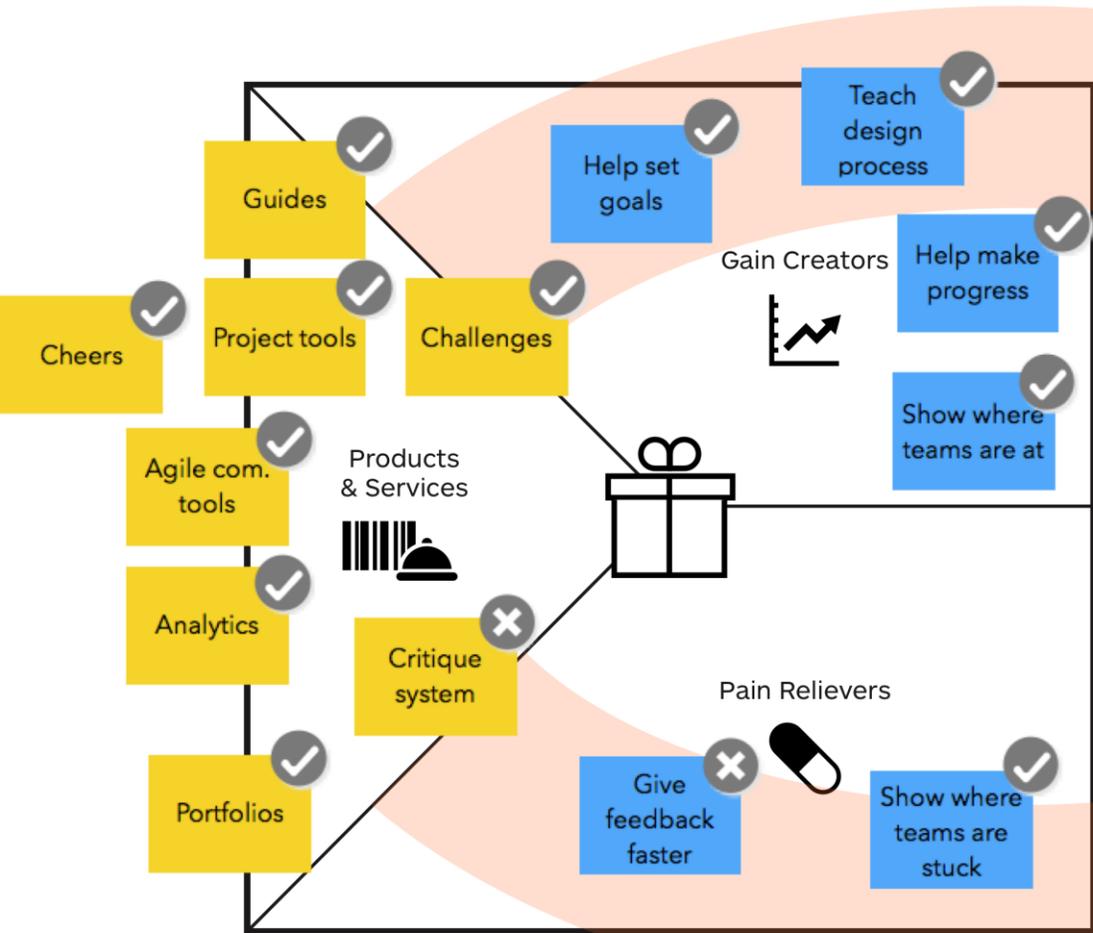
- Evaluation
- Follow up session

Outcomes

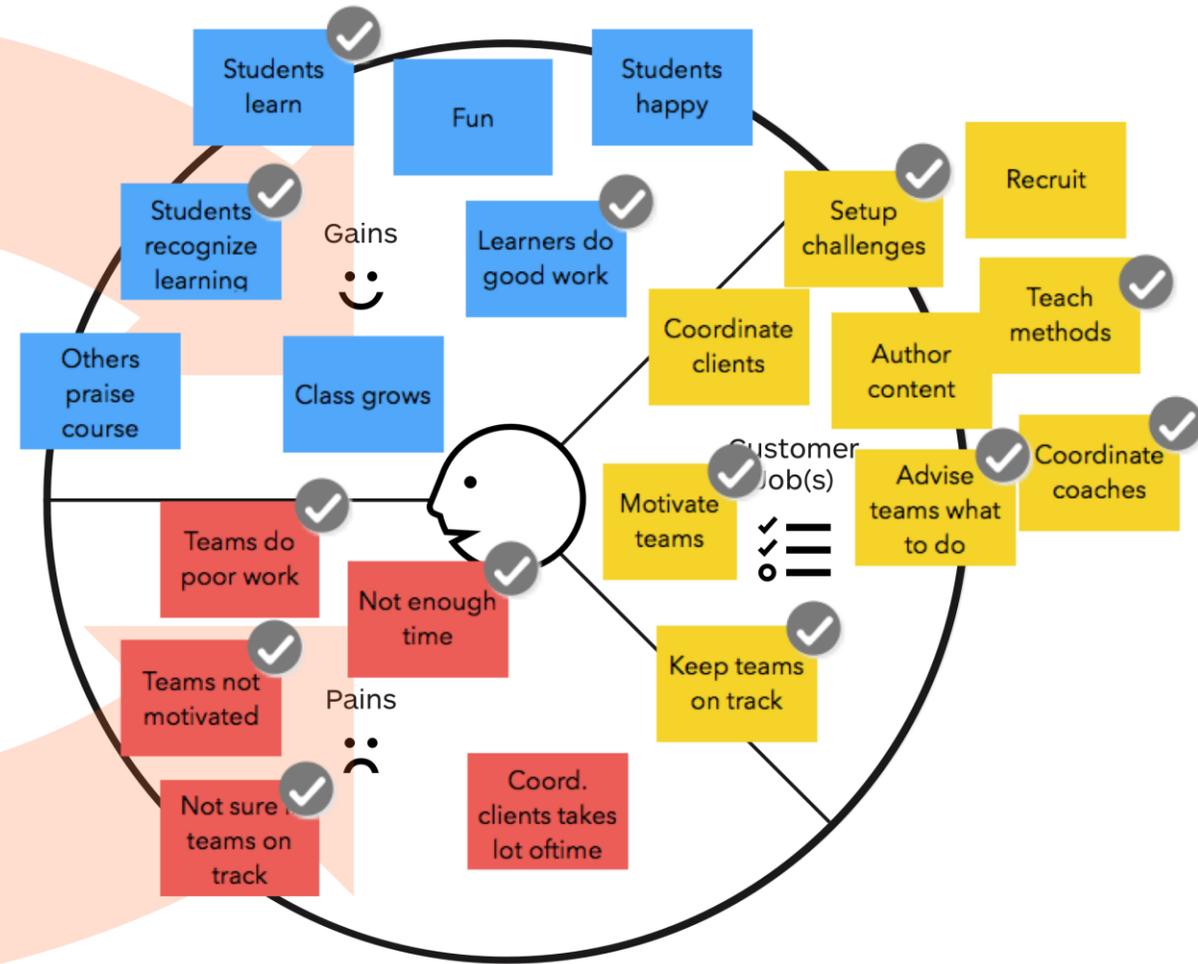
Project Guidance Outcomes:

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					

The Value Map



Customer Profile



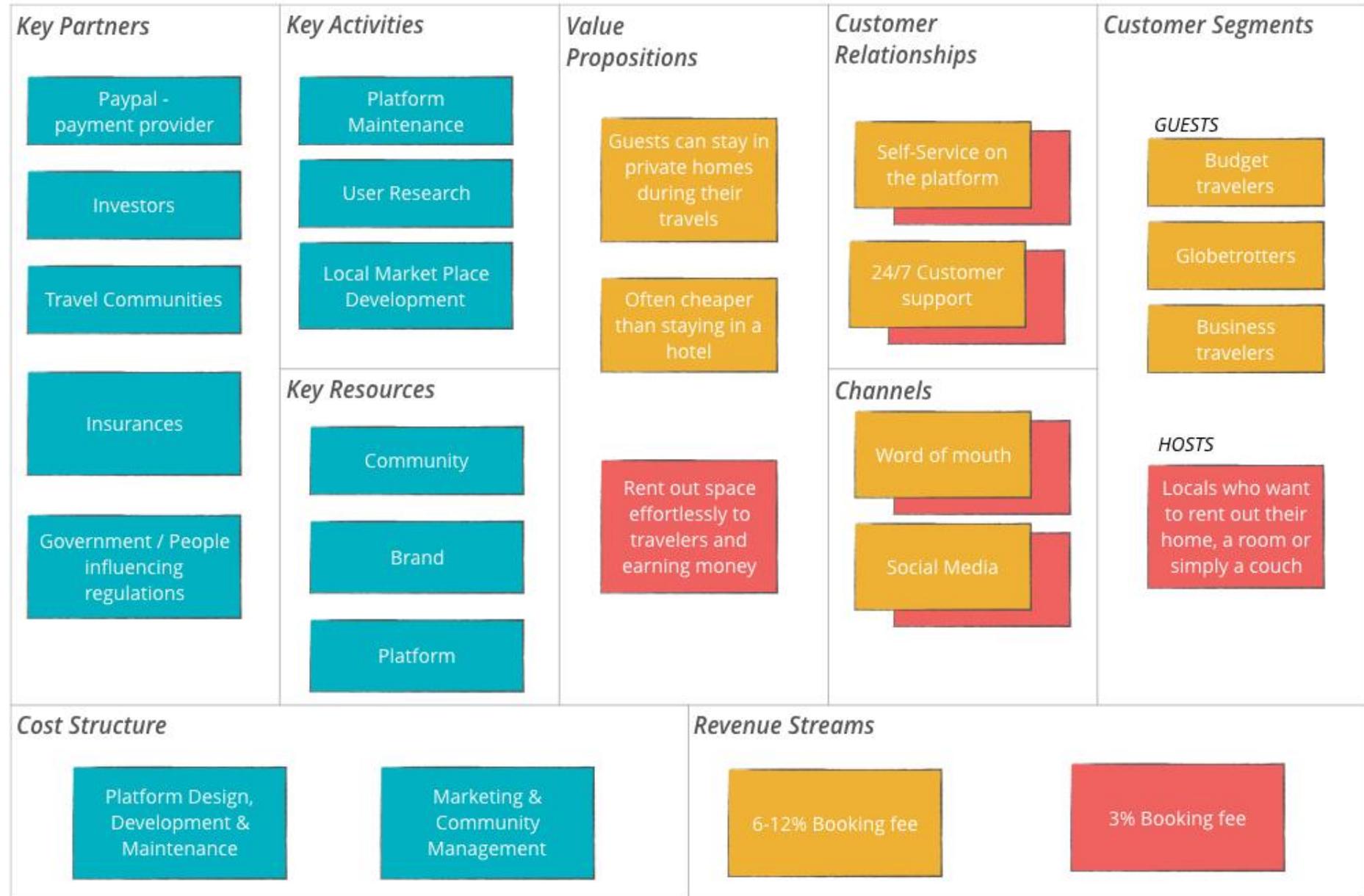
EXAMPLE

ONLINE SHOPPING JOURNEY

Stages of Journey	Motivation	Searches for Websites			Browses the Site	Evaluates Products		Pay	
Activities	Wants to buy a Christmas gift for a friend	Searches products keywords on search engines	Clicks the 1st ads. result.	Checks online again and go to the 1st. original result	Checks out ongoing deals and hot sale products	Opens a product page to check product details.	Opens more product pages to compare info.	Processes to pay a preferred product.	Contacts online service for help.
Feelings									
Very Happy									
Overall Satisfied									
Unhappy									
Experiences	Excited to give a surprise to the friend.	<ul style="list-style-type: none"> Happy to see many options Confusing about how to choose. 	Annoyed at the useless info.	<ul style="list-style-type: none"> Happy with the informative shopping website. Not sure about how to find the best price. 	Surprise to see lots of discounts	Frustrated about reviews from other customers.	<ul style="list-style-type: none"> Pleased with usages & designs. Sad to see out of stock products. 	Frustrated to find only the Paypal payment option.	<ul style="list-style-type: none"> Satisfied with bank card payment. Feels unhappy to wait for a bit of long time.
Customer Expectations	Easily to obtain discount news.	More user-friendly search engine.	Allow to hide unnecessary ads.	Clear and innovative website design.	More discounts during holidays.	Higher quality products.	Faster supply chain system.	More payment choices.	Faster website speed.

EXAMPLE

AIRBNB - Business Model Canvas



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)
Total: 2-Day Workshop + 2 Project Guidance	SGD 3,398 (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.'

CONTACT US

SERVICE INDUSTRY TRANSFORMATION PROGRAMME (SITP)

To sign up for the programme and find out more details, please contact:

Joysen Chew

Email: Joysen_chew@sgpc.sg

Mobile: 9734 3091

For general enquires, please contact:

Email: enquiry@sgpc.sg

Visit: www.sgpc.sg

Tel: 6745 5833

BY:



SUPPORTED BY:

