



**Retail Digital Productivity
Specialist (RDPS) Course**

Fact Sheet

Retail Digital Productivity Specialist Course

OVERVIEW

This training programme is an adaptation of the Certified Productivity Consultant Course, which was jointly developed with the Japan Productivity Centre. The curriculum has been updated and contextualised with the latest developments in the retail industry to include Digitalisation.

Participants will experience up to 36 hours of classroom engagement with in-depth discussions and sharing of tools and techniques, and an 8-week project practicum on a real SME problem statement, supervised by an experienced industry consultant.

TARGET AUDIENCE

Industry practitioners who wish to upskill their capability for career growth, or who aspire to become a retail industry consultant can apply.

PROJECT PRACTICUM

After completing the classroom sessions of the RDPS course, participants will be able to apply what they have learned through a project to assist a retail company in the following areas:

- Evaluate the company to identify its strengths, shortcomings and unique selling points (USP).
- Develop a concise strategy to leverage on the company's digital transformation of the retail services to improve its retail services and customer experience.

Note: The retail company can be an e-commerce company, a new start-up or a small-medium size company (SME) with or without an e-commerce unit.

RDPS COURSE OUTLINE

CDCP-CM1 – Business Consultation Models, Frameworks and Tools (7 hours)

- C1.1 The Process Consultation Model
- C1.2 Consulting Diagnostic Frameworks and Tools
- C1.3 Reporting Formats and Documentations
- C1.4 Technical Reference for Management Consultant

CDCP-CM2 – Business Finance and Productivity (5 hours)

- C2.1 Concepts of Productivity
- C2.2 Financial Productivity
- C2.3 Establish and Build Productivity Mindset

CDCP-ERM1 - Changing Retail Landscape (12 hours)

- E1.1 Singapore Retail Sectors, Productivity and E-commerce Landscape
- E1.2 Digital Transformation in the Retail Industry
- E1.3 Sacred Treasures of Human Capabilities
- E1.4 Sacred Treasures of Physical and Online Store Administration

CDCP-ERM2 – Innovate Customer Experience (12 hours)

- E2.1 Digital Marketing
- E2.2 Design Customer Interactions
- E2.3 Customer value proposition and customer journey for omni-channel journey
- E2.4 Optimise Customer Journey
- E2.5 Cybersecurity

RDPS COURSE FEES

	Course Fee	GST 7%	Total Fee
Full Fee:	S\$7,500.00	S\$525.00	S\$8,025.00
SSG Funding for Singaporeans / Singapore Permanent Residents (70%):	S\$2,250.00	S\$157.50	S\$2,407.50
Singaporean 40 years & above, OR Singaporean / SPR sponsored by SMEs* (90%)	S\$750.00	S\$157.50	S\$907.50

REGISTRATION

<https://form.gov.sg/5d538499f0c5370012d1e054>



FOR MORE INFORMATION

Please contact the Programmes Team at

programmes@sgpc.sg

<https://www.sgpc.sg/services/training-certification/cdpc/>

Training Curriculum for RDPS

Core Module RDPS-CM1 – The Consulting Framework (8 hours)

Dates	Topics	Contents	Learning Outcomes
	CDPC-CM1.1 The Consulting Process Model and Methodology	<p><u>Consulting process model, framework and methodology</u></p> <ul style="list-style-type: none"> - Understand the consulting process model, framework and methodology - Consulting Process Model - The 7-Phase General Management Consulting Process 	<p>At the end of the module, participants are able to:</p> <ul style="list-style-type: none"> • Provide ethical and responsible consultancy services to the client company which is compliance with the TR43:2015 Technical Reference for Management Consultants (Singapore). • Apply the 7-Phase General Management Consulting Process to assist the client company to improve its productivity and/or digitalise its operations.
	CDPC-CM1.2 Systematic Diagnostic Framework and Process	<p><u>Systematic diagnostic framework and process</u></p> <ul style="list-style-type: none"> - Consulting Framework & Methodology - Team Exercise 	
	CDPC-CM1.3 Reporting Formats and Documentations	<p><u>Consulting Report and Documentation</u></p> <ul style="list-style-type: none"> • Structuring a proper consulting report • Proper consulting documentation 	
	CDPC-CM1.4 Technical Reference for Management Consultant	<p><u>Introduction to TR43 Technical Reference for management consultant</u></p>	

		Appreciate the TR43 technical reference for management consultant	
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Core Module RDPS-CM2 – Business Finance and Strategic Decisions (4 hours)

Dates	Topics	Details	Learning Outcomes
	CDPC-CM2.1 Financial statements related to productivity diagnosis	<ul style="list-style-type: none"> - Productivity Concepts & Framework - Productivity Measurement (IMPACT Framework) 	At the end of the module, participants are able to assist the client company to: <ul style="list-style-type: none"> • Evaluate the client company's financial health and performance • Interpret financial information to make strategic decisions to improve productivity.
	CDPC-CM2.2 Managerial ratios in assessing company financial performance	<ul style="list-style-type: none"> - Characteristics of Industries - Financial Statements - Financial Analysis - Indicators and Statistics 	

Elective Module RDPS-ERM1 - Changing Retail Landscape (12 hours)

Dates	Topics	Details	Learning Outcomes
	CDPC-ERM1.1 Singapore Retail Sectors, Productivity and E-commerce Landscape	<p><u>Singapore Retail Sectors</u></p> <ul style="list-style-type: none"> - Where are the opportunities & challenges of Singapore retail sectors? - Class discussion: what are the new format of new retail; e.g. Online Merge Offline OMO retail stores, Facebook commerce (social), etc. <p><u>Productivity improvement in retail operations</u></p> <ul style="list-style-type: none"> - General introduction to retail operations <p><u>Retail productivity and its e-commerce landscape in Singapore</u></p> <ul style="list-style-type: none"> - Review the traditional retail productivity - Group discussion: What are the new metrics from ecommerce landscape? E.g. traffic, click through rate, average order value, duration, page views, conversion rate, review & comments, online store rating and ranking 	<p>At the end of the module, participants are able to assist the client company to adopt relevant technology to:</p> <ul style="list-style-type: none"> • Pursue new and improved revenue streams and new business models. • Redesign the jobs of the staff to improve their capabilities to create and/or add value to the company's services to the customers. • Improve the effectiveness and efficiency of the company's inventory and logistical processes.
	CDPC-ERM1.2 Digital Transformation in the Retail Industry	<p><u>Retail Digital Transformation</u></p> <ul style="list-style-type: none"> - Scope the Retail Digital Competency Map (Front end, middle, back end) - Overview the transit map of Digital Marketing 	

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Dates	Topics	Details	Learning Outcomes
	CDPC-ERM1.3 Sacred Treasures of Human Capabilities	<u>Sacred treasures of HRD</u> <ul style="list-style-type: none"> - Importance of Store Maps - Work Schedule Table - Key Performance Indicator 	
	CDPC-ERM1.4 Sacred Treasures of Physical and Online Store Administration	<u>Sacred Treasures of Brick and Mortar and e-commerce store administration</u> <ul style="list-style-type: none"> - Blending brick and mortar with e-commerce operations - KPIs for store administrations - Inventory control between brick and mortar and e-commerce store <u>Kaizen</u> <ul style="list-style-type: none"> - Flow of Kaizen in Operations - Employee Satisfaction as part of Kaizen - Relation between Cost Structure and Kaizen - Toyota Production System and the different production systems 	

Elective Module RDPS-EM2 – Innovate Customer Experience (12 hours)

Dates	Topics	Details	Learning Outcomes
	CDPC-ERM2.1 Digital Marketing	<u>Digital Marketing</u> <ul style="list-style-type: none"> - SEO and SEM - The different digital channels for marketing 	<p>At the end of the module, participants are able to assist the client company to:</p> <ul style="list-style-type: none"> • Identify the company’s strategic positioning and differentiation of innovations in the retail industry to create a value proposition for its customers. • Use the Design Thinking principles to innovate solutions that will optimize the customer journey. • Develop go-to-market (GTM) strategies that will enable the company to fulfill the value proposition to its customers.
	CDPC-ERM2.2 Design Customer Interactions	<u>Benefits and challenges of designing and reacting to customers’ interaction</u> <ul style="list-style-type: none"> - Customer Journey Mapping - Customer Touch Points 	
	CDPC-ERM2.3 Customer value preposition and customer journey for omni-channel journey	<u>Customer value preposition and customer journey for omni-channel journey</u> <ul style="list-style-type: none"> - Customers’ Benefit & Behaviour to Encounter - Case Studies sharing - Touchpoint Impact Analysis - Team Exercise: Define touch points according to customer profile - Customer Connection & The Amplification Effect of Customer Experience X - Customer Engagement 	
	CDPC-ERM2.4 Optimise Customer Journey	<u>Optimising customer journey</u> <ul style="list-style-type: none"> - Optimising customer journey process - Customer touch points for customer’s satisfaction 	

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Dates	Topics	Details	Learning Outcomes
	CDPC-ERM2.5 Cybersecurity	<p><u>Cyber Security</u></p> <ul style="list-style-type: none"> - IT Landscape in Singapore - Cloud Computing - Mobile Computing - Business Analytics - Protecting your assets with security tools - Security best practices guideline for businesses 	

