

UNDERSTANDING THE BUSINESS EXCELLENCE NICHE STANDARD (SERVICE)

A key attribute of organisations that excel on the business excellence journey is on Customer Focus. Today, it is no longer adequate to just meet the need the customer's needs. The new competition requires organisations to move from service quality to service excellence.

Launched in 2003, the Singapore Service Class (S-Class) is the certification for the business excellence niche standard for service. The niche standard enables organisations to develop their service capabilities to enhance service leadership, service agility, customer delight, and customer experience. The criteria requirements for the Singapore Service Class have since been reviewed and revised with effect from 1 August 2006 and the enhanced Business Excellence Niche Standards (Service) has 10% of new criteria requirements and only 55% of the criteria requirements are retained in the current form. For the benefit of those who have intention to embark on the Service Excellence journey or organizations going for re-certification, EPC has designed this workshop to provide participants with a clearer understanding of the requirements for the enhanced **Business Excellence Niche Standard (Service)**.

COURSE OBJECTIVES

At the end of the course, participants will be able to:

- ❖ Appreciate the importance of service excellence to their organisation
- ❖ Have a better understanding of the requirements of the 6 Categories in the Business Excellence (BE) Niche Standard for Service
- ❖ Appreciate the expectations of S-Class Assessment & Certification
- ❖ Transit from the "old" Service Excellence Framework to the "new" Niche Standard for Service

COURSE CONTENTS

- ❖ **Organisation Excellence – An Overview**
- ❖ **Service Excellence**
 - Service Excellence Organisations
 - Why Service Excellence
 - New Paradigm in Service
- ❖ **Service Class Programme**
 - Background
 - Key Changes
- ❖ **Business Excellence Niche Standard for Service**
 - Leadership
 - Planning
 - Information
 - People





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- Customers
- Results

- ❖ **Self – Assessment of Service Excellence**
 - Service Scorecard for Business Excellence

- ❖ Application Process for Service Excellence
- ❖ Preparation for Site-Visit

METHODOLOGY

Lecture, Case studies and Group Discussions

WHO IT IS FOR

Managers and Executives, Key Process Owners and all who are involved in the implementation of the Business Excellence Niche Standard for Service

COURSE LEADER

Mr Ben Tan is presently an independent Consultant providing training and consulting services to organisations in quality management areas, specializing in the implementation of the SQA Business Excellence Framework, and other national frameworks such as Singapore Innovation Class (I-Class) and Singapore Service Class (S-Class). Ben holds a Bachelor of Engineering degree in Electrical Engineering from the National University of Singapore. He joined the PSB (now known as SPRING) in May 1998 and was a Senior Consultant with the Business Excellence Centre of PSB Corporation (the corporatised arm of SPRING). As a Senior Consultant with PSB Corporation, Ben provides focused consultancy to organisations based on the Singapore Quality Award (SQA) criteria framework.

Ben has assisted numerous organisations, both private and public, in achieving the Singapore Quality Class (SQC) and SQA. Some of the service sector organisations that Ben has worked with include Raffles International, National Service Resort and Country Club, NTUC Income, Prudential, and Millenia Ritz-Carlton (2001 SQA winner). Ben is also actively involved in the recent SQC scheme for Private Education Organisations (PEOs) introduced by SPRING and CaseTrust for PEOs. Ben has successfully assisted two, out of the first batch of seven PEOs that were awarded the SQC status by SPRING. Both PEOs attained the SQC for PEO on first attempt and within a short timeframe of three months. A certified SQA National Assessor since 1999, Ben has assessed several SQA applications, including past SQA winner. Ben is also a trained assessor for the Singapore Innovation Class (I-Class) and a SPRING-registered S-Class Consultant.

Ben has also attended the pilot of and provided feedback for the new BE Consultant and Assessment Courses implemented by SPRING. He is also one of 11 consultants in Singapore approved by SPRING to assist SMEs in the SMART Initiative.



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ABOUT EPC

Enterprise Promotion Centres Pte Ltd (EPC) is the leading business service provider of networking, management learning events, workshops & courses, consultancy and industry development services and events. EPC is approved by the Standards Productivity and Innovation Board (SPRING Singapore) to conduct training courses under its **Business Excellence Training Programmes**. EPC training courses are conducted by experienced and qualified consultants & trainers, all being ex-National Assessors. To date, we have conducted training programs for more than 250 organizations and 900 participants since becoming an approved training provider with SPRING in June 2004. All our SQC/S-Class consultants are ex-National Assessors who conduct training courses apart from providing consulting services in related areas.

Registration Form

Please complete and return this registration form to:

Ms Angela Yip / Ms Tam Fei Ting
Tel: 6278 2538
Fax: 6278 7518
Email: angelayip@epc.com.sg / feiting@epc.com.sg

Mr. / Mrs. / Ms / Dr: _____

Designation: _____

Company name: _____

Address: _____

Email: _____

Tel: _____

Fax: _____

Choice of Date: _____

UNDERSTANDING THE BUSINESS EXCELLENCE NICHE STANDARD (SERVICE)

Dates: 2 Mar 09
1 Jun 09

Time: 9:30 am to 5:30 pm

Venue: EPC Training Centre

Fees: S\$400/- per pax (excluding GST)

Please note that lunch is not provided for the workshop.

Seats will be confirmed only upon receipt of this registration form via fax. Please send this registration together with your cheque payable to **Enterprise Promotion Centres Pte Ltd** and forward it to: **1003 Bukit Merah Central #02-10 Technopreneur Centre Singapore 159836 Attn: Ms Angela Yip / Ms Tam Fei Ting**

Upon receipt of registration, any request for cancellation or transfer must be confirmed in writing 5 days before the session and subjected to a 10% administrative charge. If a participant fails to attend the session or if notice of cancellation is received less than 5 days before the session, the participant shall be invoiced the full fee. Substitutions from the same company are allowed. No refund is possible for any part of the package not taken. EPC reserves the right to amend, postpone or cancel the session due to unforeseen circumstances. For further enquiries, please contact Ms Angela Yip at: 6278 2538, email: angelayip@epc.com.sg or Ms Tam Fei Ting, email: feiting@epc.com.sg