JAMES COOK INSTITUTE

WSQ Service Innovation

COURSE DURATION
16 Hrs

COURSE REFERENCE NO.
TGS-2019504190

MODE OF TRAINING
Classroom

FUNDING VALIDITY
Till 07 Aug 2025

This course covers knowledge and application skills in understanding the importance of service innovation and the methods and opportunities that are available for a service staff to generate ideas that contribute to service innovation.

Course Objectives
By the end of this course, learners will be able to:
• Recognise the importance of service innovation in the organisation
• Generate potential service innovation ideas to transform the customer experience
• Evaluate potential service innovation ideas according to organisational evaluation criteria
• Present mock-up of service innovation ideas to stakeholders

Who Is This Course For
The job role(s)/ occupations that this module would be relevant to may include:
• Customer-facing staff
• Customer Service Representatives
• Call Centre Officers
• Store Advisors
• Service Crew

FULL FEE

$450
(Subject to 9% GST)

NETT FEE AFTER FUNDING

$175.50
SME OR Singaporean age 40 and above (Subject to 9% GST)
70% Course Fee Funded

$265.50
Non-SME OR Singaporean age 21 to 39 OR Singapore PR
(Subject to 9% GST)
50% Course Fee Funded

Subsidies Available
Individual

SkillsFuture Credit
PSEA

Visit Our Website

📞 6737 5761   💬 8767 0614   ✉ enquiry@jci.edu.sg

WSQ Service Innovation

Course Content

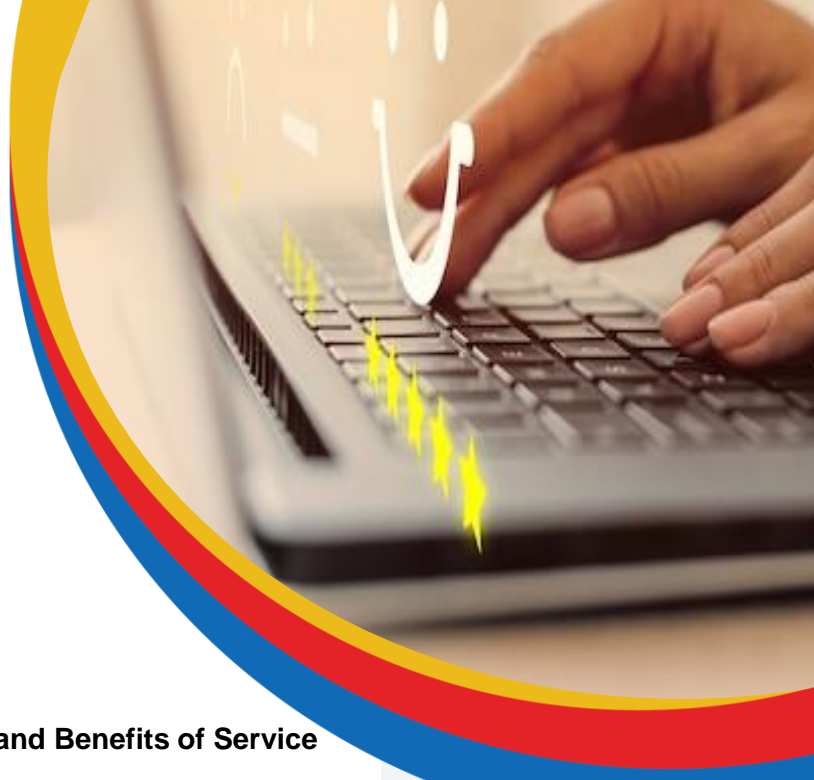**Learning Unit 1: I Know the Importance and Benefits of Service Innovation**

• What is Service Innovation?

• Importance of Service Innovation

• Benefits of Service Innovation

• How innovation drives success in great organisations

Learning Unit 2: I Engage Myself in Service Innovation Initiatives

• Divergent Thinking

• Organisational Guidelines for creating ideas in a collaborative environment

• Types of divergent thinking techniques

• Convergent Thinking

• Organisational Guidelines for Evaluation of ideas generated

• Techniques of convergent thinking

Learning Unit 3: I Can Present Service Innovation Ideas to Stakeholders

• Types of mock ups

• Prepare to present the selected idea to stakeholders

• Create a mock-up of the selected idea

• Presenting the mock up to stakeholders

• Types of stakeholders' decision

• Types of follow up actions

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