

# WSQ Service Innovation

## SOA: Service Innovation

### Description

This course sets out the 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.

### 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

### 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.

Course Duration

**16 Hours**

Course Reference No.

**TGS-2019504190**

Mode of Training

**Classroom**

Funding Validity

**Till 07 Aug 2027**

**Full Fee \$450**

(Subject to 9% GST)

Pricing	Funding	Nett Fee (After GST)
SME OR SINGAPOREAN AGE 40 AND ABOVE	<b>70%</b>	<b>\$175.50</b>
NON-SME OR SINGAPOREAN AGE 21 TO 39 OR PR	<b>50%</b>	<b>\$265.50</b>
Subsidies available: SFC, SFEC, PSEA		

As pre-requisites may differ by course, we strongly encourage you to review the details and contact us for any clarification.



# 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

