



DIR/003 (E)

CODE: SEM36-09-2016-SMTA

TITLE: 「Service Innovation. Take It Easy」 Workshop

OBJECTIVE: Innovation is a hot topic across places. People are aware of the importance of innovation and many are talking about it. However, only a few can actually “Walk The Talk”. This seminar is designed to provide a solution to make the tasks easier. With the straightforward methodology and workflow, participants will pick up the key concepts and the relevant tools during the half-day workshop and start their service innovation journey in their organizations the next day.

CONTENT:

- Understand service innovation and the roles played in customer experience.
- Cases from different countries to demonstrate effective customer services designed with extraordinary creativity.
- Understand the key Service Archetypes which are the main concept of the service design procedure.
- Service co-creation exercise based on the knowledge of customer’s demographic traits, satisfaction and expectation.

DESIGNED FOR: Working groups, business units or companies who need to acquire, retain and win-back more customers through innovative services.

SPEAKER(S): Max Lee is the Research Manager of SGS Hong Kong Limited. Over 18 years’experience with focus on research and customer service enhancement solutions. Specialized in service innovation, customer experience, brand positioning and market segmentation. Mr. Lee gives speeches in Hong Kong and China about creating and implementing customer-centric ideas. He is dedicated to the promoting the use of scientific methodologies in service enhancement by launching SERVICE deCODE, a centerpiece theory that combines science and creativity.

ORGANIZED BY: Macau Productivity and Technology Transfer Center (CPTTM)

NO. OF SEATS: 40 LANGUAGE: Chinese

DATE & TIME: September 29, 2016 (Thursday), 14:00-18:00

FEE: Free of charge REGISTRATION DEADLINE: 27/09/2016 (Tuesday)

VENUE: CPTTM Head Office – Auditorium  
Rua de Xangai 175, Ed. ACM., 7 andar, Macau

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~ The organizer reserves the right to cancel the Workshop or modify its topic, content and/or speaker without prior notice. ~