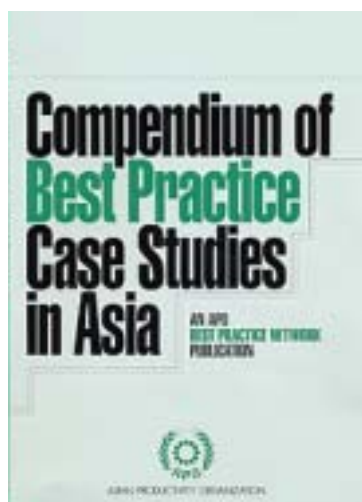




New APO publication



COMPENDIUM OF BEST PRACTICE CASE STUDIES IN ASIA

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The APO Best Practice Network (APO-BPN) was established to enable industries in the Asia-Pacific region to generate, share, and transfer knowledge on best practices for improving their productivity and competitive edge in world export markets. More specifically, it is to help them: 1) identify sources of global best practices; 2) learn benchmarking techniques; 3) gain useful knowledge for achieving superior performance; and 4) augment their own best practice networks.

Launched in 2001, the APO-BPN was given shape and substance in a number of workshops held over two years, culminating in the fourth workshop in 2003 where selected organizations in Asia presented their best practices in three areas: the balanced scorecard; frontline customer service; and people performance evaluation. The balanced scorecard was selected as it is a key tool in strategic management for achieving business excellence. Frontline customer service, on the other hand, was considered for its importance in helping organizations to increase productivity, improve service quality, and boost customer satisfaction and loyalty. People performance evaluation was included because it measures employees' contributions to the quality and quantity of work produced.

This publication is a compilation of the 17 case studies presented at the workshop from Australia, Japan, Malaysia, Philippines, Singapore, and Thailand. Each case study covers the following broad areas: Organizational profile; Rationale and objectives; Overall description; Leading practices adopted; Benefits gained; Lessons learned; Recent improvements; and Next steps for continuous improvement. They are published for knowledge sharing among APO member countries and for possible replication by others to improve organizational performance. The organizations featured in the presentations were not identified for reasons of confidentiality. The added advantage of this is that attention is focused on the merits of the best practices featured rather than the image or status of the organizations involved.

A companion volume, *Benchmarking Training Manual*, is in preparation.

Compendium of Best Practice Case Studies in Asia is available in both the print edition and e-edition. The latter is available on the APO Web site at www.apo-tokyo.org.

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