



PROJECT NOTIFICATION

Reference No.: 116

Date of Issue	1 May 2023
Project Code	23-CL-08-GE-TRC-A
Title	Training Course on Service Quality Management in the Retail Industry
Timing	4 September 2023–8 September 2023
Hosting Country(ies)	Republic of China
Venue City(ies)	Taipei
Modality	Face-to-face
Implementing Organization(s)	China Productivity Center
Participating Country(ies)	All Member Countries
Overseas Participants	19
Local Participants	6
Closing Date	4 July 2023
Remarks	This PN supersedes the PN issued on 26 April 2023 (Ref. No. 103) due to changes in the Participating Countries from Not Applicable to All Member Countries.

Objectives	Understand the importance of service quality for productivity; enhance skills and techniques for increasing service quality and productivity in the retail industry; improve customer service skills; and apply best-in-class practices, tools, and methodologies for retailers across APO members.
Rationale	The COVID-19 pandemic altered customer expectations and retention rates, providing an opportunity for retailers to enhance service quality while offering new products and services to attract clients. Customer service norms, service innovation, and retail sector in the APO member economies' efforts to increase productivity will be studied, particularly those of SMEs.
Background	<p>The pandemic changed how service is provided in the retail industry. SMEs make up a large portion of retailers in APO members, making the sector particularly vulnerable to disruptions. Some challenges may persist in the post-COVID-19 period, including reduced demand due to economic uncertainty, ongoing health and safety concerns, and need for investment in digital technology to remain competitive. e-Commerce sales in the region grew by 63% in 2020, according to a Salesforce report, indicating that technology can create new retail opportunities.</p> <p>Customer experience and satisfaction are critical to the success of retail industry, and service quality plays a crucial role in maintaining customer loyalty and driving sales. The retailers can adapt to changing consumer interest in online shopping and remote services and discover new partnerships and collaborations on face-to-face customer interactions through introduction of technology in the post-pandemic era. Learning about techniques to improve service quality, particularly new customer connections to maximize revenue, will be beneficial for all member economies.</p>
Topics	Concepts of customer service; Customer relationship management; e-Commerce and introduction of other technologies to service sectors; Kaizen and international marketing strategies.
Outcome	Improved understanding of service quality management concepts in the retail sector, service quality management methodologies and techniques, customer service skills, and customer satisfaction and loyalty.
Qualifications	Senior management or representatives of industrial associations or enterprises in the retail industry; consultants or trainers from NPOs or firms; and representatives of industrial associations or enterprises in the service sector, especially retail, providing service-sector productivity consultancy and training on service quality in the service sector.

Please refer to the implementation procedures circulated with this document for further details.



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