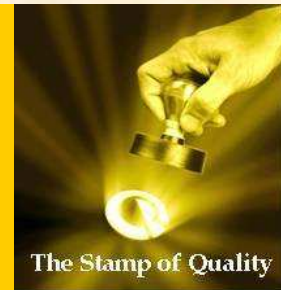




Singapore Quality Institute

Interest Group Session

The Service DNA



Singapore Quality Institute invites you to an information-filled evening on “ **The Service DNA**”. This session aims to provide participants to holistic approach for integrating and aligning an organization's culture and its people attitude to the service experience that aims to create , attract and retain its customer for long term business sustainability.

Who should attend

This Interest Group Session is specially designed for managers and service professionals who are responsible for raising service standards in their organizations. The challenge in service excellence is not just about processes and service standards, but about service DNA, which is one of the main reasons responsible for poor service standards in Singapore. Service DNA encompasses culture, attitude and experience, and it can developed and cultivated.

Details of the Interest Group Session

- Date** : 18 March 2010 (Thursday)
Time : 7.00 pm to 9.00 pm
Venue : SHRI School of Human Capital Management
 2 Serangoon Road , The Verge (formerly known as Tekka Mall)
 Level 6 , Room No : **TR8**
Fees : **Free for SQI Members**
 (Organisation Member can send up to 4 of its employees for this session.
 Individual Member can bring along a friend / colleague)

Light Refreshment will be provided from 6.30 pm.

ABOUT THE SPEAKER

Johnson Ong is an Associate Director with the Office of Quality Management, National University of Singapore. He provides consultancy and training in service excellence and quality management systems. He has designed, developed and facilitated more than 50 workshops and trained more than 1,000 NUS staff members in organizational, operational, service, and people excellence.

Johnson has more than 27 years of industry experience in manufacturing, telecommunications, postal services, logistics, training and education. He is a member of the Quality Management Technical Committee (QMTTC) which develops, adopts and promotes relevant management systems standards for the purpose of helping Singapore companies improve their management practices through standardization. He is a passionate writer and many of his works were published in Productivity Digest, SQI Newsletter, Today's Manager, Human Capital and Human Capital Plus



Photo of our last Interest Group Session on the topic “ **Managing Integrated Quality Management System** “ - A Sharing Session by Ms Sharon Tay.

By the end of the session participants will be able to :

- ◆ Appreciate the emerging service experience economy
- ◆ The Service DNA
- ◆ The four dimensions of Customer Experience and Customer Expectations
- ◆ The Act and Art of Customer Experience

Registration is on a **first-come-first serve basis**. If you would like to attend this discussion, please fax (6467 4226) or email the **reply slip** as attached to padma@sqi.org.sg by **13th March 2010**. If there are any specific areas that you would like to be addressed on the above topic, please feel free to email or call me at 6467 4225.