

ASIAN SERVICE AWARD

4TH READING

Presented by

CAQ . SQAT . SQI

18 September 2018

Asian Service Award

Recap: Purpose

Recognise organisations who inspire a culture of service excellence, and who can serve as role models to catalyse a transformation in service within the Asia Region.

Organisations MUST BE recipients of a local service/quality award to qualify for the **Asian Service Award.*

Asian Service Award to be presented on a separate platform. e.g. Asian Service Quality / Excellence Summit Luncheon or Dinner (approx. 3hrs event)

The Asian Service Award will not compromise on existing ANQ awards, rather complement them. E.g. ARE-QP

Create a platform for the sharing of best practices within Asia. Self-financing.

Asian Service Award

Recap: Assessment Criteria (Summary)

Organisations nominated for the **Asian Service Award** are assessed in the following categories:

- (i) Leadership and Culture** – how Top Management create and cultivate a service-oriented culture; and in ensuring consistency in its service delivery.
- (ii) Innovation** – how the Service Organisation creatively enhance the customer experience by either changing the way they serve their stakeholders, i.e. giving them higher quality service, greater value or create an entirely new service offering.
- (iii) Use of Technology in enhancing the Customer Experience** – how the Service Organisation capitalise the use of technology to enhance quality and/or productivity resulting in an enhanced customer experience.

Asian Service Award

Assessment Submission Requirements

1. General Information (of the organisation) / Latest Annual report
2. Submission of *category* write-up (up to 2,000 words) – submission must include how the Organisation had successfully achieved excellence in the selected categories; e.g. Leadership & Culture, Innovation or Use of Technology in enhancing the Customer Experience.
3. Applications must include photographs and/or videos to substantiate the write-up.
4. Organisations can enter as many categories as they wish as long as they comply with the assessment criteria of each category.

Asian Service Award

Assessment Criteria (100 points) – Weightage

	Leadership and Culture	Innovation	Use of Technology in enhancing the Customer Experience	
(i) Leadership and Culture	70	10	20	100
(ii) Innovation	20	70	10	100
(iii) Use of Technology in enhancing the Customer Experience	20	10	70	100

Asian Service Award

Assessment Criteria: Leadership and Culture

how Top Management create and cultivate a service-oriented culture; and in ensuring consistency in its service delivery.

ensure

SAMPLE Criteria:

- i. **Develops** clear Vision, Mission and Values;
- ii. **Communicates** them to stakeholders
- iii. Leaders personally **exemplify** and role model the values
- iv. Leaders develop and build an organisational culture that is **aligned** to its values and encourages learning, innovation as well as achievement of its strategic goals / desired customer experience
- v. **Encourages** organisational change for sustainability – capable of addressing current and future business / customer needs; possess the agility and strategies to succeed in a VUCA (volatile, uncertain, complex, ambiguous) economy
- vi. **Establishes** a governance system to ensure accountability and transparency
- vii. **Show** evidence of Results & Customer Satisfaction KPIs (incl. CSR, etc.)

Asian Service Award

Assessment Criteria: Innovation

how the Service Organisation creatively enhance the customer experience by either changing the way they serve their stakeholders, i.e. giving them higher quality service, greater value or create an entirely new service offering.

SAMPLE Criteria:

- i. **Develops** strategies for innovation and/or innovation capabilities within the organisation.
- ii. **Alignment** of Innovation framework/practices to organisational values and/or strategic priorities.
Demonstrate how the application and/or intervention leads to higher quality of service, value
- iii. or new service offerings.
- iv. **Use** of quality methodologies and/or tools & techniques to support innovation.
- v. **Show** evidence of Results & Customer Satisfaction KPIs; Comparative data analysis and benchmarking; Exceeding industry standards

Asian Service Award

Assessment Criteria: Use of Technology in enhancing the Customer Experience

how the Service Organisation capitalise the use of technology to enhance quality and/or productivity resulting in an enhanced customer experience.

SAMPLE Criteria:

- i. Demonstrates the **effective/efficient** use of technology in enhancing the customer experience – Customer satisfaction/experience indices (e.g. Net Promoter Score, Customer Satisfaction Index, etc.) must be accompanied in the application process under this category.
- ii. Applications and/or solutions must be able to demonstrate **sustainability** and **scalability**, leading to enhanced customer experience.
- iii. **Show** evidence of Results & Customer Satisfaction KPIs; Comparative data analysis and benchmarking; Exceeding industry standards and Customer Satisfaction KPIs.

Results

Asian Service Award

Application Timeline

Apr – Jun 2020	Applications Open / Submission of Documents
Jun – Aug 2020	Assessment by Asian Service Award Committee Clarifications / Site Visits (optional)
Aug 2020	Notification of Winners (by Asian Service Award Committee via respective ANQ Representatives)
Sep 2020	Acceptance of Notification
Oct 2020	Presentation of the inaugural Asian Service Award after ANQ Board Meeting (incl. Winners write-ups)
Nov 2020	Organisation of Learning Journeys (Winning Organisations) / Organisation of Asian Service Quality / Excellence Summit (not applicable during COVID-19 pandemic)

Asian Service Award

Committee Members

- CAQ – Ms Lv Qing, Ms Wang Lilin
- SQI – Mr GE Tan, Mr Chan Kee Ann
- CSQ – Prof Yang Ching-Chow
- KOQIM – Prof Azat Abdrakhmanov
- KSQM – Prof Matthew Shin
- SQAT – Prof Phulporn Saengbangpla
- VQAH – Dr Ngo Van Nhon

Committee to assess the suitability of the potential awardees against the Assessment Criteria .



Salamat

Gamsahabnida

bekka pèr

Dio!ch yn fawr

Terima Kasih

Dankon

Khokhobchai Than

Dank U

Gratias Ago Vos Xièxiè Nín

Dankie dat U Sas efcharistó

Danke

Thank You

Merci

Dhan'yavāda

Arigato

Ngiyabonga

Sağ Olun

Gràcies

Dziękujemy

Spasibo

Va Multumesc

Go raibh maith agat

Gracias