

# ASIAN SERVICE AWARD

9TH READING

Presented by

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**30 Mar 2023**

# 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 (800 to 1,200 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

Categories	Leadership and Culture	Innovation	Use of Technology in enhancing the Customer Experience	Total Score
(i) Leadership and Culture	70	10	20	<b>100</b>
(ii) Innovation	20	70	10	<b>100</b>
(iii) Use of Technology in enhancing the Customer Experience	20	10	70	<b>100</b>

# 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.*

### 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 and 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.
- iii. **Demonstrate** how the application and/or intervention leads to higher quality of service, value 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 Results and Customer Satisfaction KPIs.



# Asian Service Award

## Success Stories:

*Examples of past Outstanding Winners of the Asian Service Award in 2019:*

- *Xiaomi Technology Company Limited (China)*
- *China Southern Airlines Company Limited (China)*
- *MK Restaurant Group Public Company Limited (Thailand)*
- *Siriraj Hospital (Thailand)*
- *Thai Wacoal Public Company Limited (Thailand)*
- *Royal Caribbean International (Singapore)*

# ASIAN SERVICE AWARD

## Application Timeline (for 2023)

Apr – Jun 2023	Applications Open / Submission of Documents
Jun – Aug 2023	Assessment by <b>Asian Service Award</b> Committee Clarifications / Site Visits (optional)
Aug 2023	Notification of Winners (by <b>Asian Service Award</b> Committee via respective ANQ Representatives)
Sep 2023	Acceptance of Notification
Oct 2023	Presentation of the inaugural <b>Asian Service Award</b> after ANQ Board Meeting (incl. Winners write-ups)
Nov 2023	Organisation of Learning Journeys (Winning Organisations) / Organisation of Asian Service Quality / Excellence Summit <b>(Provided there is no need for quarantine after international travels)</b>

# Asian Service Award

## Host Organisation

Roles and responsibilities:

- Assist in the coordination/liaison with the hotel / F&B / accommodation for overseas participants
- Invite local service industry representatives

\*Committee / Asian Service Award team will support all administrative functions (incl. preparation of all certifications, invite letters, coordination, etc.)

# ASIAN SERVICE AWARD

▶ Committee Members (as of 2021) – **New Committee to be formed in 2023.**

- CAQ – Ms Duan YH, Ms Wang Lilin
- SQI – Mr GE Tan, Mr Neo Wei Woon
- CSQ – Prof Yang Chin Chow
- KOQIM – Dr. Prof. Azat Abdrakhmanov
- KSQM – Prof Matthew Shin
- SQAT – Prof Phulporn Saengbangpla
- Japan – Prof Tsuru
- VQAH – Dr Ngo Van Nhon

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



Thank You

Salamat

Gamsahabnida

Gratias Ago Vos

Xièxiè Nín

Dankon

Terima Kasih

Danke

Merci

Arigato

Ngiyabonga

Dziękuję

Spasibo

Va Multumesc

Go raibh maith agat

Asante

Gracias

Grazie

Tack

Obrigado

Hvala

Teşekkürler

Köszönöm

Sağ Olun

Gràcies

Dio!ch yn fawr

bekka pēr

Khokhobchai Than

Dank U

Dankie dat U Sas efcharistó

Dhan'yavāda