



MANAGE THE SERVICE BRAND

(TSC Title / Unit Code: Service Brand / RET-CEX-4007-1.1 / TGS-2021010136)

Duration:

15.25 Hours

Overview

Across the globe, the service sector has become by far the most significant economic sector. As such brand management is becoming increasingly relevant for service providers to generate increased sales through their brand. Wonder how you can leverage on this? Well, you will first need to understand your service brand. Then, drive the components of brand equity to achieve service quality. Be ONE with your service brand.

As entrepreneurs, individual contributors, team leads and managers of service providers, you would be aware that services are produced and consumed simultaneously in space and/or time. Services cannot be stored. Exchanged nor returned. Service is intangible, inseparable of production and consumption, heterogeneous and perishable. And as customers cannot access its quality in advance, these pose a problem in marketing and promoting services wherein you will need to develop specific strategies for dealing with them to ensure your service brand guidelines are implemented effectively.

So, how can you achieve this? As entrepreneurs, individual contributors, team leads or managers, you need to clearly identify the elements of brand and understand the characteristics of service that affect service marketing, thus articulate your organisation's service branding distinctly, then analyse your organisation's service brand guidelines and evaluate the service quality gaps with applicable analyses approaches. With that, you can further build on your organisation's service brand by selecting appropriate methods to implement your organisation's service brand guidelines. What do you do next to measure performance of your service brand guidelines and implement corrective actions for improvement? With the DMAIC methodology and Kaizen approach you can specifically identify clear actions for improvement and control future process performance so the improved process is maintained.

In this module, you will garner the necessary knowledge and skills to equip you with fundamental methods and techniques in implementing and analysing your organisation's service brand and carrying out corrective actions in alignment with your organisation's service strategies for service quality.

Outline

This training session is built on the Rubicon Model comprising three stages of decision-making (pre-action phase forethought, action phase control and post-action phase reflection) in the subject matter of Service Branding which covers a range of topics which **can possibly include but is not limited to the following:**

- ◆ What is Service Brand?
- ◆ Service Branding Model
- ◆ Brand Guidelines & Standards
- ◆ Service Quality Gaps
- ◆ Data Collection
- ◆ The Performance Prism
- ◆ Performance Enhancements
- ◆ Corrective Actions

	Self-Sponsored (SkillsFuture / PSEA Claimable) NTUC UTAP Claimable (Members Only)		Company-Sponsored		
	Singaporeans (Age 21-39 years old) & PRs (Age 21 & above)	Singaporeans (Age 40 years & above)	SME (Singaporeans & PRs aged 21 years & above)	MNC (Singaporeans aged 21-39 & PRs aged 21 & above)	MNC (Singaporeans aged 40 & above)
Full Course Fees	\$600	\$600	\$600	\$600	\$600
SSG Funding	50% of course fees	70% of course fees	70% of course fees	50% of course fees	70% of course fees
Nett Fees incl. 8% GST	\$348	\$228	\$228	\$348	\$228
Absentee Payroll Claimable	Not Applicable		Up to \$4.50 per hour		

SME - Small Medium Enterprise, MNC - Multinational Corporation