



No. 31109/23
Dt. 27-04-2023

Sub: 23-CL-08-GE-TRC-A: Training Course on Service Quality Management in the Retail Industry from 04 - 08 September 2023, Taipei, Rep. of Taiwan. (Visit www.npcindia.gov.in/NPC/User/InternationalServices for detailed Project Notification)

Dear Sir,

We invite your kind attention to NPC <https://www.npcindia.gov.in/NPC/User/InternationalServices> with regard to above Asian Productivity Organization (APO) project. The project notification and the APO bio data form are available on the above mentioned page and the same are also attached herewith. The duly filled in **single copy** of Performa enclosed (in excel form only) of the suitable officers for participation as per the para **(Qualifications for Participants)** of the project notification may kindly be forwarded to reach us latest by **23rd June 2023**. In this regard, the following points may be noted.

- **Financial Arrangement** The APO/host country would meet round trip economy class international airfare by the most direct route from the international airport nearest to the participant's place of work, hotel accommodation, and the per diem allowances charges of the participants, as per the project notification issued by APO. However, the travel insurance, visa fees, and airport taxes are to be borne by the participant.
- **Fees and Charges** An Application fee (NON-REFUNDABLE) of **Rs. 500/- + 18% GST** for the MSME Sector, Trade Unions, and NGOs and **Rs. 1000/- + 18% GST** for others is payable along with the nomination form, for each participant. In case of selection by APO, NPC will charge **Rs. 3,000/- + 18% GST** for the MSME Sector, Trade Unions, and NGOs, **Rs. 12,000/- + 18% GST** for profit-making organizations, and **Rs. 6,000/- + 18% GST** for others per participant is payable towards handling charges and membership fee for the APO Alumni Association of India (AAAI). The requisite amount can be paid through a demand draft/cheque/ECS drawn in favor of the National Productivity Council, New Delhi. In the absence of an application fee, the nominations will not be considered. Kindly e-mail the details of the ECS/RTGS/NEFT payment made to isg@npcindia.gov.in. In this regard, the bank account details are attached herewith. It is the responsibility of the candidates to complete all the official formalities required by their organizations/departments before proceeding abroad.
- **Nomination Procedure** All nominations should be routed through the proper channel and as per the attached APO bio data form. The nominations received after the last date will not be considered. You are requested to send nominations by e-mail (application in excel format) and hard copy by post. All information pertaining to nominations will be treated as confidential and classified. The nominated officers may be invited as faculty in programs on the relevant subject/s, organized by NPC. The requisite amount can be paid through a demand draft/cheque/ECS drawn in favour of National Productivity Council, New Delhi. In the regard, the bank account of NPC details is attached herewith. Kindly e-mail the details of the ECS/RTGS/NEFT payment made, **mentioning the name of applicant in remarks**, to mayank.verma@npcindia.gov.in, isg@npcindia.gov.in, rk.rawat@npcindia.gov.in Please note, in the absence of application fee, the nomination will not be considered.

We look forward to receiving of nominations from your esteemed organization.

Thanking you,

Yours faithfully,

-sd
(K.D. Bhardwaj)
Director & Group Head (Int'l Serv.)
for Director General
e-mail: isg@npcindia.gov.in



PROJECT NOTIFICATION

Reference No.: 103

Date of Issue	26 April 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)	Not Applicable
Overseas Participants	19
Local Participants	6
Closing Date	4 July 2023
Remarks	Not Applicable

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.



Dr. Indra Pradana Singawinata
Secretary-General