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

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<th>Leadership and Culture</th>
<th>Innovation</th>
<th>Use of Technology in enhancing the Customer Experience</th>
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<td>(i) Leadership and Culture</td>
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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.)
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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 or new service offerings.

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.
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)
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.
Thank You