政府拨款500万元
设立卓越服务学院

林慧慧报道

良好的服务文化须上至下贯彻执行，但调查显示，许多企业机构决策者缺乏提升服务素质的意愿。

政府为此拨款500万元设立卓越服务学院，要通过研讨会、工作坊及实地研究，说服他们在各自组织内
建立以服务为导向的企业文化。

由劳工发展局和新加坡管理大学联合设立的学院明天正式成立，但院内的学者已着手展开第一项计划。

准备向零售、酒店、餐饮、金融及医疗保健等20个不同领域的消费者进行调查，利用一项由美国密歇根
大学设计的客户满意指数（customer satisfaction index）给各领域业者的服务素质打分，从而使业者
更客观、更清楚地了解消费者对它们的评价。

服务素质“成绩单”明年出炉

卓越服务学院负责人之一新大高层培训与发展

课程院长许志耀副教授透露，这份服务素质的“成绩单”最快明年初整理出来。到时，学院将利用调查结
果深入探讨问题的症结，为服务素质差的业者设计改善服务的方案。

新加坡国会议员、国大及国际商业学院院长兼课程院长许志耀副教授则表示，卓越服务学院

在提供服务理念的背景下，要先为业者提供一个平等的平台，让业者可以互相学习和分享

经验。希望通过学院的培训，业者可以提升服务素质，使消费者更加满意。

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A good service culture often requires a top-down approach to work. However, a survey revealed that many decision makers lack the motivation to raise service standards. Using practical research, industry engagement and benchmarking measurements to encourage business leaders to promote a culture of service excellence and use service excellence as a business strategy, the government has provided $5 million to set up an Institute of Service Excellence.

Jointly established only yesterday by Singapore Workforce Development Agency (WDA) Singapore Management University (SMU), the Institute has already embarked on its first project to develop the Singapore Customer Satisfaction Index. Modelled after the University of Michigan’s American Customer Satisfaction Index, the Singapore Index will measure and benchmark customer satisfaction levels over 20 different sectors including retail, hotel, food and beverage, finance and healthcare. The index will provide a more objective, comprehensive and rigorous report card to help them better understand consumer satisfaction in various industry sectors.

Associate Professor Annie Koh, Dean of Executive & Professional Education at SMU who is overseeing the set up of the Institute says that this report card will be ready next year at best. Then, the Institute will examine the issues arising from the report to aid businesses in developing plans to improve their service levels.

Vice Chairman of CapitaLand and Chief Strategic Relations Officer of CapitaLand Limited Jennie Chua and Chief Executive Officer of NTUC Income Insurance Cooperative Tan Suee Chieh, will lead 13 other members from various industries in the Institute’s governing council to provide strategic directions.

Minister for Transport and Second Minister for Foreign Affairs Mr Raymond Lim launched the Institute yesterday. The Institute is established to sustain and build upon some of the key initiatives of the GEMS Movement, which was launched by the government in October 2005 to raise service levels and promote a culture of service excellence in Singapore.

On the effectiveness the Movement had made over the past two years, Minister Lim commented that much progress had been made, although there was still a lot to do. This included changing the attitudes of business leaders towards service excellence. He said, “We must convince business leaders to use service excellence to give them that competitive edge. As the CEO of an SME told me, we cannot continue with price wars.”

He feels that government investment in raising service levels has not gone to waste. The training that frontline staff receive remain with them long after a major event is over. More importantly, government efforts and spending to train over 30,000 people for Singapore 2006 has seen results, particularly in winning praise for Singapore as the host.

In the next phase of GEMS, Minister Lim hopes the Institute will help broaden the outreach of hospitality service into more sectors including financial services, Infocomm services, logistics, healthcare, education, and also the civil service. He said, “Their core activities may not be hospitality related, but they too need customer oriented, error free, and efficient systems and processes in order to surpass customers’ expectations and beat competitors.”