

World-Class Management  
Development Series

55<sup>th</sup>  
Anniversary

HK  
MA

# Cambridge Judge Business School



UNIVERSITY OF  
CAMBRIDGE  
Judge Business School

Executive Education

Delivering Great Services:  
Innovation, Process and Metrics

Tuesday & Wednesday  
16 & 17 June 2015

Grand Sponsor



The Hong Kong  
Jockey Club



[www.hkma.org.hk](http://www.hkma.org.hk)

The Hong Kong Management Association  
香港管理專業協會

# Delivering Great Services: Innovation, Processes and Metrics

## Overview

The aim of this programme is to equip you with a range of practical tools and techniques for designing and delivering great services. Drawing on a range of public and private sector examples, the programme will cover service innovation, service processes and service metrics. By the end of the programme you will be able to:



1. Design innovative service processes using techniques such as service design thinking, service prototyping, service blueprinting and emotion mapping.
2. Describe and document your service business model, understanding how it relates to the wider ecosystem.
3. Select and design service key performance indicators that drive the right behaviours and deliver strategy execution.

## Topics

The programme will consist of four component parts. The first will lay the foundations (Service foundations) and introduce techniques for analysing and codifying existing services. These techniques will include service blueprinting, emotion mapping and service strategy. The second part of the programme will explore service innovation, focusing particularly on service design thinking and service prototyping. The third part of the programme – service business models – will explore the need for innovation across service ecosystems and business models. The fourth and final part of the programme – service metrics – will explore issue of how to ensure you have the right metrics in place to manage your services – both at the strategic and operational levels. The following points will be covered:

### Service Foundations

- Introducing Services: What Are They and How They Differ from Products
- Service Operations Strategy
- Service Blueprinting
- Emotion Mapping

### Service Innovation

- Service Design Thinking
- Creating Personas to Innovate Services
- Service Prototyping

### Service Business Models

- Understanding and Innovating Across Ecosystems
- Business Model Innovation
- Capabilities to Deliver Services and Solutions

### Service Metrics

- Selecting Service Metrics
- Techniques for Designing Metrics
- Beyond Measurement to Performance Management

## Benefits

This practical and stimulating two-day programme explores service design and innovation. Drawing on the latest thinking, as well as host of practical examples, the workshop will help you:

- Understand the latest industrial trends toward services.
- Apply tools and techniques for describing and designing service systems - tools such as - service blueprinting, service mapping and service network analysis.
- Explore the process of service innovation - how multidisciplinary teams integrate knowledge to discover and develop new services.
- Establish how to prototype, pilot and launch new service systems, focusing particularly on the customer experience.
- Examine the role and use of digital innovations such as mobile technologies in providing complex service solutions within business ecosystems.

The workshop will equip participants with a robust set of tools and techniques that they can apply in their own organisations to improve the efficiency and effectiveness of their service design and innovation processes.



## Companies Featured in the Programme

The programme will feature examples and case studies from a variety of different organisations, including British Airways, Caterpillar, Disney, Doha International Airport, IBA, Pearson, Virgin and anonymous firms from Financial and Legal Services.

## Who should attend

Those responsible for designing and innovating service systems, in both the manufacturing and service sectors. Examples used in the workshop will cover the public and private sectors.

## Speaker



### Professor Andy Neely

Fellow in Business Performance Measurement & Management, Cambridge Judge Business School  
*BEng (University of Nottingham), MA (University of Cambridge), PhD (University of Nottingham)*

Professor Andy Neely is widely recognised as one of the world's leading authorities on organisational performance measurement and management. An author of over 100 books and articles, including *Measuring Business Performance*, published by The Economist, and *The Performance Prism*, published by the Financial Times, Andy has won numerous awards for his research and chairs the Performance Measurement Association, an international network for those interested in the performance measurement and management.

Professor Andy Neely is the Royal Academy of Engineering Professor of Complex Services at the University of Cambridge and Director of the Cambridge Service Alliance, a University-Industry consortium involving BAE Systems, Caterpillar, IBM, Pearson and Zoetis. The Cambridge Service Alliance seeks to create today the tools and techniques needed for designing and deploying great business-to-business services and solutions tomorrow. Previously Professor Neely has held appointments at Cranfield School of Management, Cambridge Judge Business School, London Business School and the University of Nottingham. With wide ranging experience, drawn from practical engagements in both the public and private sectors, Professor Neely will deliver an engaging and informative workshop that will help you improve your organisation's ability to design and deliver world-class services and solutions.

## Date & Time

Tuesday and Wednesday, 16 and 17 June 2015  
 9:00am - 5:00pm

## Venue

The Dynasty Club  
 South West Tower  
 Convention Plaza  
 1 Harbour Road  
 Wanchai HONG KONG

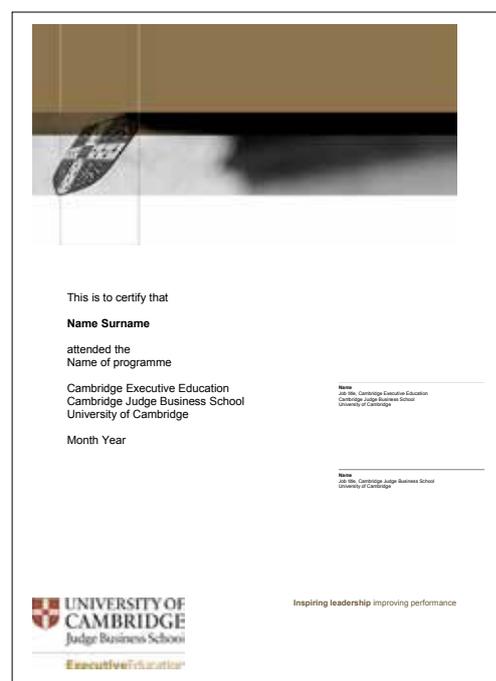
## Fee

HKMA Member: HK\$32,000  
 Non-member: HK\$33,000

Group Discount: an additional 10% discount will be offered if 3 or more participants register together (Complimentary lunch is included on both days)

## Enquiries

For reservations and general enquiries, please call Customer Service Department on 2774-8501. For course details, please contact Ms Jane Ma on 2774-8552.



# Enrolment Form

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## Delivering Great Services: Innovation, Processes and Metrics

AC-47519-2015-1-NL 16 & 17 June 2015

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Name (Mr/Ms): \_\_\_\_\_  
(Surname) (Other Names)

HKID Card No.: \_\_\_\_\_ HKMA Membership No.: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address of Company: \_\_\_\_\_

Telephone No. (Office): \_\_\_\_\_ (Residence): \_\_\_\_\_ (Mobile): \_\_\_\_\_

Fax No. (Office): \_\_\_\_\_ E-mail: \_\_\_\_\_

Correspondence Address: \_\_\_\_\_

Cheque Number: \_\_\_\_\_ Cheque Amount: HK\$ \_\_\_\_\_

Name and Title of Nominator (Mr/Ms): \_\_\_\_\_

Nominator Email / Address: \_\_\_\_\_

Sponsorship  Company-sponsored  Self-sponsored

Where did you **FIRST** learn about this programme?

Email  Newspaper/Magazine (please specify): \_\_\_\_\_  HKMA email

Email promotion from other websites (please specify): \_\_\_\_\_

Website advertisement (Please specify): \_\_\_\_\_

HKMA Website (From where did you learn about, please specify): \_\_\_\_\_

MTR Station Display (Please specify): \_\_\_\_\_

Exhibition  Education & Careers Expo (EEX)  Jobmarket Career & Education (EJEX)

Others (Please specify): \_\_\_\_\_

- This form together with a crossed cheque payable to The Hong Kong Management Association should be returned to: Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
- Registration must be made on the Enrolment Form provided and returned to the Association before the programme commencement date (Not less than 5 days) with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full programme fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For **ENROLMENT** and **ENQUIRIES** please call **2774-8501** (Customer Service Department) during normal office hours or fax **2774-8503**.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to programme commencement.
- Fax reservations are welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 5 days prior to programme commencement, whichever is sooner.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The HKMA reserves the right to make alterations regarding the details. For course details, please contact Customer Services Department on 2774-8501 or Ms Jane Ma on 2774-8552. Website: [www.hkma.org.hk](http://www.hkma.org.hk)
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.

### Note:

1. I shall comply with The Hong Kong Management Association (HKMA) Privacy Policy Statement, the Hong Kong Personal Data (Privacy) Ordinance (Cap.486) and other related regulations which will be changed from time to time. I declare that the data given in support of this application are, to the best of my knowledge, true, accurate and complete. I understand that the data will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.
2. I understand that, upon my registration in the programme, the data will become part of my student record and may be used and processed for all lawful purposes relating to my academic and/or non-academic activities in accordance with the established policy of the HKMA and the Hong Kong Personal Data (Privacy) Ordinance (Cap.486).
3. I expressly consent that the personal data will be used for the HKMA administrative, academic, research, statistical, alumni activities and prescribed purposes as allowed by HKMA and the laws of Hong Kong from time to time.

### Declaration

I authorize the HKMA to use my data to keep me informed of any direct marketing information including training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

Please tick the box to indicate your consent.  Please tick the box to indicate your objection.

Date: \_\_\_\_\_ Signature: \_\_\_\_\_