

HEARTLANDS GO DIGITAL

Service Excellence

WHAT IS SERVICE EXCELLENCE?

Service Excellence is about consistently meeting and exceeding customer expectations, thereby improving brand reputation and building customer loyalty. Good customer experience will increase customer retention rates, attract new customers and ultimately drive business growth.

HOW CAN I BENEFIT FROM SERVICE EXCELLENCE?

By developing service excellence competencies through in-shop advisory conducted by business advisors from Heartland Enterprise Centre Singapore (HECS), you would be able to:

- Improve customer engagement via physical and digital channels
- Acquire new customers and retain existing customers
- Increase repeat purchases
- Improve brand recognition

WHAT SUPPORT CAN I GET?

1-2 hours complimentary one-to-one in-shop advisory from HECS business advisors on how you can uplift your service excellence capabilities. It will cover three areas:

1 UNDERSTAND

- Discover your value propositions in service delivery.

2 PLAN

- Identify your customers' persona, understand their needs, and pain points.
- Identify service gaps and co-develop solutions with our business advisors.
- Improve the quality of your customer experience, ensuring a consistent service standard and seamless experience across all touchpoints.

3 IMPLEMENT

- Implement solutions and identify new opportunities to improve your workflow, operating environment, and service quality to meet customers' needs.

Ready to take the first step? Find out more:



Scan the QR code to connect with HECS.

Call 6741 3429

Operating hours: Mon – Fri, 9am – 6pm

An initiative by:

Enterprise
Singapore

In partnership with:



In support of:



Updated as of April 2023

邻里企业数字化计划

卓越服务

什么是卓越服务？

卓越服务指的是持续满足并超越顾客的期望，从而提高品牌声誉并建立客户忠诚度。良好的客户体验将提高客户保留率并吸引新顾客，以推动业务增长。

我将如何受益？

通过店内咨询发展卓越服务能力，您将能够：

- 通过实体和数码渠道提高与顾客的互动
- 赢得新顾客并保留现有顾客
- 增加重复购买率
- 提高品牌认知度

我能获得什么支持？

新加坡邻里企业中心的商业顾问将为您提供1至2小时免费的一对一店内咨询，介绍如何提升您的卓越服务能力。咨询将涵盖三点：

1 理解

- 发现您在提供服务方面的价值定位。

2 计划

- 识别您顾客类别，了解他们的需求和痛点。
- 认知服务缺口后与商业顾问联手探讨解决方案。
- 提升顾客体验的品质，确保所有的触点都具备一致的服务水平和顺畅的消费体验。

3 实施

- 实行解决方案并发掘新机遇来改善您的工作流程、运作环境和服务水平，以满足顾客的需求。

您准备好踏出第一步了吗？欲知详情：



扫描二维码，与新加坡邻里企业中心联系。

请拨 6741 3429

营业时间：周一至周五，上午 9:00 点至傍晚 6:00 点

主办机构：

Enterprise
Singapore

合作机构：



响应：



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