

**ADMINISTRATIVE STAFF COLLEGE OF INDIA**

Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India
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Dr. Y. Malini Reddy
Programme Director

January 6, 2017

**Programme on
Achieving Service Excellence
March 6 - 8, 2017**

Dear Sir / Madam,

I have pleasure in presenting to you ASCI's Programme on "Achieving Service Excellence" (March 6 - 8, 2017).

The programme draws upon the successful current practices in delivery of services from both product and service contexts. It aims to provide practical insights into effective and efficient development and delivery of services by public, private and social sector.

The programme coverage includes:

- Service Benchmarking
- Service Level Agreements
- Service Quality
- Complaint Management
- Social media to enhance connect and service
- Service blueprinting
- Branding and pricing of services
- IT for enhancing service efficiency
- Monitoring and feedback mechanisms

It is most appropriate for executives whose principal responsibilities lie in generating demand, revenues, and profits from new and existing services in (a) service industry (b) service aspect of manufacturing and agriculture industries.

We look forward to receiving nominations from your organizations for this programme.

The programme content would be tailored to address Business-to-Business, Business-to-Consumer and Government-to-Consumer contexts.

Please let us know your specific requirements so that we can incorporate the same in the course content. You can reach me on: +91 9848025043, email: malinireddy@asci.org.in

With best regards,

Yours sincerely,

Y. Malini Reddy

Encl : Programme Brochure and Nomination Form



ADMINISTRATIVE STAFF COLLEGE OF INDIA
BELLA VISTA : HYDERABAD
Achieving Service Excellence
March 6 - 8, 2017

- CUSTOMER/ CITIZEN DELIGHT
- SERVICE QUALITY IMPROVEMENT AND MONITORING
- COMPLAINT MANAGEMENT
- SERVICE LEVEL BENCHMARKING
- SERVICE LEVEL AGREEMENTS
- DESIGNING, PRICING & BRANDING SERVICES
- ICT FOR ENHANCING SERVICE DELIVERY
- SOCIAL MEDIA FOR IMAGE BUILDING
- SOCIAL MEDIA FOR CUSTOMER/ CITIZEN CONNECT

PROGRAMME OVERVIEW

Services pervade the world around us. The contribution of services sector to India's GDP and employment is growing progressively. In addition to this, industries in the manufacturing as well as agriculture sectors are increasingly relying on providing services as a differentiator to competitive advantage. A deep understanding of delivering superior services is vital for organizational success regardless of the sector.

This program draws upon best global practices in delivery of services from both product and service contexts. It draws upon experiences and provides insights into development and delivery of superior quality services by public sector and private sector enterprises as well as by the Government, the largest deliverer of services the world over.

COVERAGE

- Service Design - Market, customer and competitor research
- Service Benchmarking
- Service Quality – Measurement and Enhancement
- Service Level Agreements particularly in PPP
- Service Blueprinting for efficient delivery
- Pricing Services
- Branding Services
- Promoting Services
- Designing conducive Service Environments
- ICT as a service enabler
- Developing profitable Supplementary Services
- Service Failure Analysis and Recovery
- Complaint Management and Customer Relationship Management
- Performance Measurement

TARGET PARTICIPANT PROFILE

This programme is useful for:

- (a) Public Sector Enterprises organizations
- (b) Private Sector Enterprises
- (c) Government
- (d) NGOs

engaged in delivery of services as well as or in the delivery of products with a service component. The target audience includes senior administrative / management team; executives in the Marketing and Operations functions with profiles related to Customer Grievances; Branding; Marketing; Sales; Customer Relationship Management; Operations; Quality Control.

PEDAGOGY

Experience Sharing by Practicing Professionals from Government and public/ private sector enterprises; Case Studies; Lectures; Group Exercises

VENUE

The programme is fully residential and the participants will be accommodated in air conditioned single rooms. The college does not provide accommodation for the family. College will arrange transport between airport / railway station and venue. The College is WiFi enabled in a comprehensive way.

DURATION

The programme duration is from March 6 - 8, 2017. The participants are expected to arrive a day before commencement and may leave after the conclusion of the programme.

PROGRAMME FEE

Rs.34,000/- (US \$1495 if foreign) plus 15% Service Tax per participant will be charged to cover tuition, boarding and lodging, courseware(in electronic form) and other facilities of the College including Internet usage.

Rs.28,000/- plus 15% Service Tax will be charged per Indian participant (not availing hostel accommodation) to cover tuition, course ware (in electronic form) working lunch and other facilities of the College including internet usage.

A discount of 10% on the Programme fee for three or more participants from the same organisation will be given, provided the payment is made in to our Bank account before Friday, March 3, 2017. Bank details are given below.

For Foreign Participants:

Receiver's	Bank of America, New York (SWIFT: BOFAUS3N)
Correspondent Bank	Via Chips ABA 0959 for Account UID 002473 Via Fedwire 026009593
For Credit of	State Bank of Hyderabad, Treasury Department, Mumbai, India, SWIFT BIC – SBHYINBB002Nostro A/c No.6550992180.
Ultimate Beneficiary	Administrative Staff College of India, Account No.62090698960,State Bank of Hyderabad, Bellavista, Raj Bhavan Road Branch, Hyderabad.

For Indian Participants :

Bank Particulars	
Bank Name	State Bank of Hyderabad
Address line 1	6-3-1092, 1st floor, A Block
Address line 2	Raj Bhavan Road Branch, (Bellavista)
Address line 3	Hyderabad – 500 082
Beneficiary Account Name	Administrative Staff College of India
Bank Account Number	62090698675
Bank MICR No	500004008
NEFT IFSC Code	SBHY0020063

Organisational sponsorship is essential

Note: Details of Bank / Wire transfer may be sent to fo@asci.org.in for confirmation.

MEDICAL INSURANCE

The nominees are requested to carry with them the proof of Medical Insurance. The sponsoring agency is required to endorse the nominee's medical coverage in the event of hospitalization.

LAST DATE FOR NOMINATION

Please use the prescribed/attached form. Last date is February 20, 2017. Kindly contact Programmes Officer for further information (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

February 27, 2017. Any withdrawals after this date will entail forfeiture of fee paid, if any.

ASCI ALUMNI ASSOCIATION

Participants of the college programmes will automatically become members of the ASCI alumni association.

CERTIFICATE OF PARTICIPATION

The College issues a Certificate of Participation on conclusion of the programme.

PROGRAMME DIRECTOR

Dr Y Malini Reddy

E-mail: malinireddy@asci.org.in

Ph: +91 40 66534260, Mobile: 98480 25043



ADMINISTRATIVE STAFF COLLEGE OF INDIA
Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, (India)

Nomination Form
Programme on
Achieving Service Excellence
March 6 - 8, 2017

Nominee's Personal Information :

Name	:	_____	Date of Birth	:	_____	
Designation	:	_____				
Organisation	:	_____				
Address	:	_____				
Phone(s)	:	(Off) : _____	(Mobile) : _____	Home	:	_____
e-mail	:	_____	Fax	:	_____	
Education	:	_____				

Training Programs Attended : _____

Nominee's Career Profile

Organisation	Position	Responsibility	No. of Years

Expectations from the program :

Medical Insurance :

Name of the Insurance Agency	Policy Number	Validity upto

Note : Coverage should be available in Hyderabad, India

Amount Payable	:	_____	Mode of Payment (DD/Chq)	:	_____
Instrument Number	:	_____	Date of Instrument	:	_____
Name of the Bank	:	_____			

Signature of the Sponsoring Authority :

Name :

Designation :

Date :

NOTE : Forward nomination form to: Ms V Naga Swapna, Programmes Officer, Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone: 0091-40-66534247, 66533000, Mobile: 9246203535, Telefax: 0091-040-23324365, Fax: 0091-40-66534356, e-mail: poffice@asci.org.in