



World Scout Bureau, Asia-Pacific Regional Office
Bureau Mondial du Scoutisme, Bureau Régional Asie-Pacifique

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CIRCULAR NO. 27, series of 2014

To : Chief Commissioners
International Commissioners
Chief Scout Executives

19 December 2014

Workshop on Service Excellence

Dear Colleagues,

Greetings from the Asia- Pacific Regional Office!

Many attributes measure the success, efficiency and performance of an organization or a business. One key attribute is '*Customer Service*'. Be it a profitable or non-profitable organization, the daily activities of an organization often centers around 'customers', referring to an existing or potential user or buyer of a product or service. Today, the trend may have graduated from merely achieving of "Customer Satisfaction" towards achieving "Service Excellence" and "Customer Experience", adopting customer advocacy and service quality policies where the focus is on what is best for the customer.

In view of the above factors influencing the NSOs, need is felt to strengthen our abilities to cope with current trend towards serving our members. This will help NSOs in improving its efficiency towards needs and expectations resulting to members delight.

The APR Management Sub-Committee (2009-2012) had issued a concept paper on Services from the NSOs in April 2012, as a result, the 24th APR Scout Conference adapted the APR Plan that directs to support NSOs in this area. Thus, the workshop is organize to help in better understanding the concept, share experiences, acquire knowledge and skills and improve our services to our members.

We are happy to inform that Persekutuan Pengakap Malaysia will host the **Workshop on Service Excellence** from 11 to 15 April 2015.

Details are as following:

- Date :** 11 - 15 April 2015
(arrival on 10th April, Friday and departure on 16th April, Thursday)
- Venue :** International Youth Centre (IYC)
Kuala Lumpur, Malaysia
- Participants :** Key decision making leaders (Chief Commissioner/ District Commissioners, Secretary Generals, Executive committee members, etc) and those responsible for developing Rules and Procedures, directly dealing with members (leaders/ young people) at national and sub-national levels, interested in the subject, willing to further share the knowledge back in the NSO as well as to undertake related tasks benefitting the NSO.
- Aim :** The aim of this workshop is to create awareness on the role of a National Scout Organization and understanding the importance of its direct and indirect customer needs and satisfaction through member oriented service.

Objectives :

- To identify who are direct and indirect customers of NSOs
- Identify service provided currently and areas of improvement
- Recognize the competency areas to be improved to meet members expectations
- Develop strategies to meet the challenges

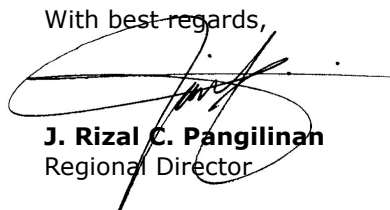
Registration Fee : USD \$125.00 covers inland transport, Food and accommodation during the event, workshop materials, souvenirs, and educational tour

Visa : Please check if you need visa to enter Malaysia. Should you require visa, please send your passport details in advance to facilitate the invitation letter.

NSOs are requested to send their nominations, using the attached reply slip latest by **15 February 2015**.

Happy Scouting to everyone!

With best regards,



J. Rizal C. Pangilinan
Regional Director

jrcp/sps/czl
19Dec2014

Workshop on Service Excellence
IYC ♦ Kuala Lumpur, Malaysia
11 to 15 April 2015

REPLY SLIP

National Scout Organization: _____

The following Scout Leader/s from our Scout association will participate in the Workshop on Service Excellence.

No	Name	Position in Scouting	Gender	Age	Email ID	Mobile No.
1						
2						
3						
4						

Remarks: _____

Printed Name: _____ Designation: _____ Signature: _____

Date: _____

Please send this reply slip not later than **15 February 2015**.

<p>To: Mr YB. Dato' Dr. Mohamad Shahrum bin Osman National Chief Scout Commissioner Persekutuan Pengakap Malaysia "Rumah B-P", Jalan Hang Jebat 50150 Kuala Lumpur, Malaysia Tel No: +603 20780836/ 20706978 Fax No: +603 20709057 Email: pengakap@scouts.my</p>	<p>Cc: Mr. J Rizal C Pangilinan Regional Director World Scout Bureau / APR 4F ODC International Plaza Building 219 Salcedo St., Legaspi Village Makati City, Philippines Tel No: +63 2 8180984/ 8171675 Fax No: +63 2 8190093 Email: asia-pacific@scout.org</p>
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