

**SME Development Fund/
Dedicated Fund on Branding, Upgrading and Domestic Sales
(Organisation Support Programme)**

Final Report of Approved Project

This report is for (please put "√" in either one box only):

☒ SDF Final Report

☐ BUD Fund (Organisation Support Programme) Final Report

Project ref. no.	:	<u>D13 002 006</u>	
Project title	:	<u>Digitized Learning Platform for Service Enhancement in Tourism Service Industry</u>	
Period covered	:	From <u>1 Dec 2013</u> (dd/mm/yy)	to <u>31 Aug 2014</u> (dd/mm/yy)

1. Project Details

(Please mark with "*" if any of the following project details is different from that in the project proposal appended to the project agreement.)

Project Reference and Title

Digitized Learning Platform for Service Enhancement in Tourism Service Industry

Project Summary (in not more than 150 words)

This project aims to develop the "Digitized Learning Platform for Service Enhancement in Tourism Service Industry (The Program)", with an aim to provide a solution to reinforce the service quality mindset from the sales-oriented mindset during the rapid growing period, and to develop multi-channel digitized learning platform to provide a more cost effective mean for the SMEs in tourism service sector to enhance employees' servicing skills.

Project Objective(s) (in not more than 80 words)

The project objective of this programme is to promote the development of the local tourism service industry and enhance the service quality of frontline staff. The programme deliverable includes an e-Guidebook, smartphone app, a seminar and 6 training workshops.

Grantee /Collaborating/Implementation Organisation Agent

Grantee : Quality Tourism Services Association (QTSA)
Diamond Federation of Hong Kong
Hong Kong Chinese Medicine Industry Association
Lan Kwai Fong Association
Collaborating Organisation(s) : The Federation of Hong Kong Watch Trades & Industries Limited
Implementation Agent(s) : Hong Kong Productivity Council

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator :	<u>Mr. Tommy Li</u>	<u>QTSA</u>	<u>2807 6280/2807 6360</u>
Deputy Project Co-ordinator :	<u>Mr. Winston Chow</u>	<u>QTSA</u>	<u>2807 6280/2807 6360</u>

Project Period

	<u>Commencement Date</u> (day/month/year)	<u>Completion Date</u> (day/month/year)	<u>Project Duration</u> (No. of months)
As stated in project agreement	<u>1 December 2013</u>	<u>31 August 2014</u>	<u>9 months</u>
Revised (if applicable)	<u></u>	<u></u>	<u></u>

Methodology Employed

1. To develop and produce the scenario based video and e-Guidebook to share the service tips
2. To develop multi-channel digitized platform to disseminate service tips videos and e-Guidebook
3. To organise seminar and training workshops to share the customer tips and serving skill in depth
4. To disseminate the project deliverable to the public through promotion and marketing channels

2. Summary of Project Results

Project Deliverables

(Please list out the targeted project deliverables as stated in the project proposal appended to the project agreement and provide details of actual result achieved, including beneficiaries, for each of them.)

- (i) An e-Guidebook to share the tips on fulfilling the servicing needs of the tourism servicing sectors is compiled and uploaded onto the e-learning platform.
- (ii) Eight scenario-based videos demonstrating the quality servicing skills with visitors and customers with around 3-5 minutes each Cantonese voiceover and subtitle of both Traditional Chinese (8 videos) and Simplified Chinese (8 videos) are produced and uploaded onto an e-learning platform. The number of registered user for the eCourse Content is 277 up to 3 Nov 2014.
- (iii) 1 Android App for service Tips with self-assessment and video link is available for download. The total number of download rate is 90 up to 3 Nov 2014.
- (iv) 1 iOS App for service Tips with self-assessment and video link is available for download. The total number of download rate is 38 up to 3 Nov 2014.
- (v) A Web Page (<http://elearn.qtsa.com>) with public's subscription (eCourse) was designed and developed. Service comments and tips had been sent to the registered-users regularly.
- (vi) A Facebook page (<https://zh-tw.facebook.com/qtsaelearn>) is set up to promote the programme. Total 52 user like the page and unique users reach page content is 2768 up to Nov 2014.
- (vii) A digitised learning platform containing e-guidebook and 8 scenario-based videos which is connecting to Facebook fan page and smartphone apps is established. Unique visitor of users of platform is 1097 and click rate is 8,936 up to 3 Nov 2014.
- (viii) 1 3-hour seminar to share the best practice in the tourism service industry on 25 July 2014. The number of total participants is 220 (target: 120).
- (ix) 6 half-day workshops to share the successful stories in the tourism industry and to introduce the digitised learning platform were held on 5-21 Aug 2014. The number of total participants is 235 (target: 180).
- (x) Newspaper advertisements on Oriental Daily and Singtao, and printed pamphlets.

Actual Benefits to SMEs/Enterprises

(Please indicate in clear, specific, tangible and quantifiable terms the benefits of the project and its contribution to enhancing the competitiveness of Hong Kong's SMEs / enterprises in general or SMEs / enterprises in specific sectors / assist Hong Kong enterprises in general or in specific sectors in developing brands, upgrading and restructuring business operations, and promoting domestic sales in the Mainland, in not more than 400 words.)

The main objective of this programme is to promote the development of the local tourism service industry and enhance the service quality of frontline staff. The programme deliverable includes an e-Guidebook, smartphone app, a seminar and 6 training workshops. This programme gained positive feedback from the participants and the industry. By interviewing businesses with outstanding performance in customer service, the project team has developed the e-learning platform to groom the local tourism service industry practitioners and raise their service standards. Service practitioners can surf the e-Guidebook online or download it for reading later. 8 set of scenario-based videos with traditional and simplified version Chinese subtitle have also been launched. Apart from the e-Guidebook and video, 2 smartphone app version (iOS and Android) are also available to download at App Store and Google Play. The deliverables were proven to be an effective mean for service industry practitioners to reinforce the service mindset. The information can be revisited whenever learners need to refresh the content. Local tourism service industry practitioners can now hone their customer service skills anytime, anywhere with the new-elearning platform

The launching seminar concerning topics of outstanding service for tourism industry was held on 25 July 2014. Over 200 participants have joined the event and 4 guest speakers are invited to share their successful stories in tourism service industry and introduce the digitized learning platform to SMEs. 6 half-day training classes were organized in the period of 5-21 Aug with over 300 enrollment and total 235 participants have completed the training course.

A Facebook Fan Page for this program is established to keep people updated on the projects and share converge of the event. It is also a convenient channel for service practitioners to collect service tips at the pace that fit their own schedules.

We are glad to find that the website and smartphone apps as multi-channel digitized learning platform are proven as a cost effective mean and a long lasting tools and self learning materials that feasible for unlimited and easy sharing among service industry practitioners. Number of users and visitors to the deliverables keeps growing after the completion of the programme.

Milestones (in chronological order)

(# Please indicate if the milestone is completed (C), deferred (D) or not achieved (N). If it is deferred, please indicate the revised completion date. For those milestones which are deferred or not achieved, please also provide the reasons under item 2.4.)

<u>Milestone</u> (as set out in the approved project proposal appended to the project agreement)	<u>Original target completion date</u>	<u>Revised target completion date</u> (if applicable)	<u>Status</u> (C/D/N) #
Develop and produce the videos and (a) e-Guidebook	30-4-2014	18-7-2014	D
Develop digitized platforms to disseminate (b) the videos and e-Guidebook	31-5-2014	18-7-2014	D
Organise seminar and training workshops (c)	31-8-2014	21-8-2014	C
Organise promotion and marketing (d) activities	31-7-2014	25-7-2014	C

Marketing/Dissemination Activities (in chronological order)

(Please provide details of all completed and on-going promotional and/or dissemination activities for each of the project deliverables. Such activities may include advertisements, seminars, workshops, etc.)

<u>Date/ Period</u>	<u>Description</u>	<u>No. of beneficiaries (SMEs/Enterprises*)</u> *please delete as appropriate
11/07/2014 - 25/07/2014	Promotion of seminar, workshop and e-platform through QTSA eDM	Over 2,000
11/07/2014 - 25/07/2014	Promotion of seminar, workshop and e-platform through HKPC eDM	Over 20,000
14/07/2014	Promotion of seminar, workshop and e-platform through HKPC newflash	Over 20,000
17/07/2014 – 22/07/2014	Promotional of seminar, workshop and e-platform through advertisement at Oriental Daily & Singtao Daily Newspaper	Over 50,000
25/7/2014	Promotional of e-learning platform and mobile apps through QTSA seminars	220
5/8/2014	Promotional of programme deliverables via the training workshop A1	44
7/8/2014	Promotional of programme deliverables via the training workshop A2	42
12/8/2014	Promotional of programme deliverables via the training workshop A3	41
14/8/2014	Promotional of programme deliverables via the training workshop B1	35
19/8/2014	Promotional of programme deliverables via the training workshop B2	35
21/8/2014	Promotional of programme deliverables via the training workshop B3	38
Total no. of beneficiaries :		Over 92,000 (About 65% from SME)

Future Plan for Promoting the Project Deliverables

Promote the deliverables through the Organizer and Implementation Agent's tourism services related promotional activities throughout the years