

Managing Knowledge for Service Quality

Module 1 – Introducing Knowledge Management for Service Quality (Course Code: SC 17-046)

12 Aug 2017 (Saturday), 9:30am to 5:00pm

Module 2 – Identifying and Managing Critical Knowledge as per ISO9001:2015 (Course Code: SC 17-047)

19 Aug 2017 (Saturday), 9:30am to 5:00pm

Introduction

This series of short courses introduces the selected methods and tools in managing critical organizational knowledge for improving service quality to achieve business excellence. Cases will be used to demonstrate the practical applications to create customer values.

Learning Objectives

The short courses provide participants with (a) the concepts and practices of KM; (b) understanding methods and tools to achieve service quality (c) working knowledge on develop and implement action plan to improve service quality.

Learning Outcomes

Upon completion of the short courses, participants will learn how to use the tools to identify and manage the critical knowledge of an organization to achieve quality service.

Who Should Attend

- Supervisors, and managers who are required to improve service quality.
- Individuals who are interested in using the tools of knowledge management for service excellence.

Language

Cantonese (supplemented by English)

Venue

MTR Academy - Hung Hom Centre, Kowloon, Hong Kong

Mode of Learning

Classroom with exercises, lectures and case studies

Programme Structure

Organizations today face keen competitions in the market and at the same time increasing customer expectations on products or services. It has been recognized that one of the strategies to tackle the current business problems is managing the organizational knowledge as one of the valuable strategic resources to achieve service quality improvement. But what are the practice, tools and methods available to organizations?

This course provides a basic framework by using the KM Elements (**People, Process and Technology**) to identify the critical knowledge of Operations, Staffing and Customer and Technology and Innovation. Participants will understand cases and use selected tools innovatively to improve service and create values for customers. This course also provide the conditions as required by ISO9001:2015 on managing the critical knowledge in Clause 7.1.6.

Module 1 :

- Understanding the Knowledge Management (KM) and how KM improves service quality
- Understanding the Framework in KM for achieving business excellence
- Using the DIKW model and understanding the Data-mining to capture critical knowledge
- Understanding the concept of tacit and explicit knowledge in day-to-day activities
- Exploring the Customer Knowledge Management and Process Improvement by sharing organizational knowledge
- Applying After Action Review (AAR) as a tool for service quality improvement

Module 2 :

- ISO9001:2015 Clause 7.1.6 requirements
- Identification of critical knowledge by using Knowledge Audit
- Using a tool –“Knowledge Gap” to identify the critical knowledge for future growth
- Using Community of Practice, Organizational Learning and “lesson learned” for service quality
- Group exercise and case studies

Speaker



Dr. Victor Leung
DMgt, MSc, Bcom,
DipM. FHKQMA

Dr. Leung has been working in railway (KCRC and MTR Corporation Ltd) for more than 35 years. He has a wide range of experience in Operating, Marketing, Branding, and overseas projects. He is one of the founders and currently the Vice-Chairman of the Hong Kong Knowledge Management Development Centre. Dr. Leung has rich experience in teaching transport management, service quality management and Knowledge Management in various universities and institutes as part time teacher. He is the adjunct lecturer of the HKU SPACE. He is a Fellow and Director of HK Quality Management Association and holds RQM certificates from HKQMA and NZOQ.

Certificate of Attendance

Each participant will receive a certificate of attendance (indicating 6.5 hours of participation) upon successful completion of this programme

Programme Fee	Early Bird Fee	Corporate & Group Discount
Each module \$2,000 (please quote individual course code on registration)	Each module \$1,800 (Paid registration made 2 weeks prior to the module start date)	15% off for <ul style="list-style-type: none">– members of supporting professional bodies *– full time staff of MTRCL and its subsidiary companies (Ngong Ping 360, Octopus and TraxComm) 25% off for <ul style="list-style-type: none">– all participants in a group of 3 or above from the same company (enrolment is for the same course code)

* Supporting professional bodies are: Hong Kong Institution of Engineers (HKIE), The Institution of Engineering and Technology (IET), Society of Operations Engineers (SOE), China Hong Kong Railway Institution (CHKRI), Hong Kong Quality Management Association (HKQMA), Six Sigma Institute (SSI), Knowledge Management Development Centre (KMDC), Hong Kong Institute of Environmentalists, Literati Academy of Greater China (Lagreach) and The Hong Kong Institution of Engineering Surveyors (HKIES).

Application Methods

Online

Applicants can enrol and pay online <https://www.mtracademy.com>

Enquiry in Person

Address: MTR Hung Hom Building, 1/F., 8 Cheong Wan Road, Hung Hom, Kowloon

Opening hours: Mon, Wed and Thu: 1:30pm – 2:30pm; 3:30pm – 7:30pm; Saturday: 9:30am – 12:30pm

Closed on Sunday and Public Holiday

For Group Enrolment

Please call 2520 3453 or email: academy@mtr.com.hk. Please email or fax us the completed enrollment forms.

Payment methods

By credit card or cheque

Closing Date for Registration

Please note that due to limitations of venue capacity and relevant logistics, all registrations must be made at least 3 working days prior to the delivery date of individual modules. No walk-in registration will be entertained.