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News Release

The Institute of Service Excellence at SMU commemorates its 10th anniversary with the inaugural essay competition on service excellence in Singapore

Competition is open to undergraduate students from Singapore-based universities to share their views on Singapore's changing service landscape.

Singapore, 1 June 2017 (Thursday) – The Institute of Service Excellence (ISE) at Singapore Management University (SMU) (卓越服务研究院) has today launched its inaugural ISE Essay Competition to celebrate the Institute's 10th anniversary. The competition serves as a platform to engage the undergraduate student community in Singapore and drive conversations about the role of customer service in the current economic climate.

Themed "Excellence Explored", participants are to discuss issues related to technology, culture or talent through an opinion piece with analysis on the opportunities and challenges facing Singapore's service landscape and how service may be leveraged for Singapore to stay economically competitive and productive. While the focus of the essay should be on Singapore, students may choose to reference or cite examples and/or best practices from abroad. The essays should be no longer than 2000 words.

"The service landscape is on a trajectory of exciting developments with disruptive technology and changing needs profile shaping market trends and the way people consume. We want to hear from our next generation of future leaders about their thoughts on the future of service sector and how their expectations have changed," said Ms Neeta Lachmandas, ISE Executive Director.

Undergraduate students from Singapore-based universities are invited to submit their entries by 31 August 2017. Winners will be announced on 31 October 2017 on the ISE website.

The competition will be judged jointly by the management teams of Institute of Service Excellence and Lee Kong Chian School of Business at Singapore Management University.

Entries will be evaluated for grammar, organisation, style and personal voice, and clarity of content and ideas.

The following prizes will be awarded for the three best essays:

1st Prize: Certificate and \$3,000

2nd Prize: Certificate and \$2,000

3rd Prize: Certificate and \$1,000

For more information about the inaugural ISE Essay Competition, please visit
<http://ise.smu.edu.sg/essay-competition>

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About the Institute of Service Excellence (ISES) at Singapore Management University

The Institute of Service Excellence was jointly set up by Singapore Management University and Singapore Workforce Development Agency in July 2007 to elevate service levels and promote a culture of service excellence in Singapore. Working in close collaboration with government agencies and business leaders, ISES champions service excellence through an integrated approach that encompasses benchmarking and analysis, research and thought leadership, as well as industry engagement.