**BREAKOUT ROOM CASE STUDY (20 MIN)**

1. **RWS case study**

**Critical service challenges faced by RWS**

* To sustain visitor numbers by enhancing existing attractions, rides, entertainment, and other elements as well as developing new ones.
* The comparatively expensive admission fee will be a significant deterrent to visitors (min 60-90 dollars )
* Need for advanced bookings of up to a week to ensure getting admission tickets for a preferred visit date - last-minute plan would be disappointing
* substantial expenditures for operations and maintenance
* Addressing technological issues to guarantee that the rides run continuously.
* Managing high customer expectations
* Maintaining a high standard of service
* Manpower management
* Hotels and resorts may have difficulties as a result of travel restrictions, safety precautions, legislation, etc. in pandemic-type scenarios.
* The requirement to follow environmental rules and the difficulty of maintaining efficient operations (this increases the cost of business)

**USS and suggestions for managing and improving its service delivery**

* Predictive maintenance of machines ( Iot automation ) – to ensure all the rides are operational
* Manpower management
* Employee training
* Employee rewards and incentives
* Encourage customer friendly approach
* Encourage teamwork
* Utilizing technology for queue management and to reduce wait time

**Recommendations on how RWS can continue to forge strong customer relationships with its various target customers**

* Adjust pricing strategy according to different visitors (i.e. residents, tourists)
* Loyalty and reward programs ( eg: referrals, discounts, frequent visitors , point systems, birthday offers )
* Encourage employees to engage with guests and be proactive in addressing any issues or concerns that may arise.
* Develop a CRM strategy to send reminders, emails, feedback mails.
* Chatbot – across languages, time zones ,24/7 .

1. **Sephora case study**

**Features of the App and its pros and cons :**

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| --- | --- | --- |
| ***features*** | ***Pros*** | ***Cons*** |
| Virtual artist | Instant makeover using real products.  No attend or makeup artist required. | Finding the right products |
| Tips and tricks | Expert curated recommendation | Finding skin suitable recommendation |
| Tier upgrade | Complimentary gifts and services  Accumulative points for later use | NA |
| Tutorials | Guide to so many skin problems | Sometimes could result adverse effects |
| Events and launches | Updates about new product launches | NA |
| Find a store | Nearby stores and locations are available | NA |
| Beauty school | Class details and locations are available | NA |
| Store chat – Text and collect | 2-hour delivery service.  Free for all customers | Limited time for item collection (3 days) |
| Beauty services | Book beauty services online | NA |
| Instagram photo featuring | Social media advertising  Wider reach | Privacy issues  Restrictive featuring |

**Recommendations on how Sephora can continue to provide digital solutions to enhance the digital shopping experience for customers both in-store and online.**

* The products would gain greater credibility and confidence if real people used them as examples, rather than models or influencers ( could also implement it based on ethnic groups)
* Offer a subscription service where a customer pays a one-time flat charge and receives a package of sample goodies each month- personalized
* Free beauty treatments for gold tier customers

1. **Heineken’s Co-Creation project**

**Heineken’s Nightclub of the future Co-Creation project success**

Heineken's pop-up concept club travelled the globe to give clubgoers a taste of the brand-new, jointly produced nightlife.

*Commercial outcomes:*

* sales increase of up to 40%
* 13,000+ visitors to the Heineken pop-up club in Milan during Design Week
* 250,000 views of Heineken design and community journey on the website Coolhunting.com,
* 533 news pieces on the club and 14 in-depth interviews,
* 3M+ views of the Heineken design and community journey on Vice TV & 21,000+ views of open design exploration movies
* 70,000 online views and 600,000 in print in *Wallpaper* magazine,
* visitors rated the Heineken Concept Club a nine out of 10

***Few features:*** origami-style star behind the DJ booth , faceted bottle holders , interactive features galore, latest video mapping technology, Interacting games , activities, interactive bar surface

Through inculcating co creation process Heineken was able to

* increase collaboration and participation with the third party segment to produce the greatest results or most practical solution to satisfy customers.
* reduce the cost and risk associated with new product development
* creation of teams and communities
* brand authenticity, brand loyalty, trust, and transparency.

**Key elements of value co creation in this project**

* **Value co-creation as a service delivery network :** Including product, graphic, fashion, interior, and motion designers, the project's design team of 19 people was assembled from crowdsourcing in the four major design hubs of Tokyo, Milan, Sao Paulo, and New York. They collaborated with senior design staff from Heineken and a senior team of well-known, established designers.
* **Value co-creation in online communities:** Heineken received designer portfolios via their Facebook page. Due to the activities' online aspect, substantial gamification can be used to make them enjoyable and engaging, leading to very in-depth discussions.

1. **Sing pass case study**

**Success:**

* Approximately 2,000 services, both public and private, use Singpass ,allowing consumers to securely and conveniently access transactional services.
* It brings substantial conveniences to users because they no longer have to update agencies individually
* simplified customer onboarding for private sectors
* Notify sends messages which are user centric so that it is easy for users to differentiate which are those that require action, and which are those that are informational.
* generating an economic impact of about $385 million(potential $1 billion)
* Enable trust services using digital credentials stored in a digital wallet, remote transaction authorization, and digital signature.
* Safe entry - a product platform that can iterate rapidly to meet evolving needs within a very tight timeline
* 97% usage by eligible residents  
  • 80% reduction in transaction time for digital transactions  
  • 10 mins reduction in waiting time through the use of Singpass Face Verification.  
  • up to S$50 savings for financial sector companies to acquire each customer online
* • 15% increase in approvals due to better data quality