



The Personal Touch : The Shortest Path Between Average and Exceptional



Singapore Customs recently launched a new initiative to enhance the service experience of key customers through attentive, dedicated relationship managers. The first 13 companies to benefit from the Key Customers Programme have lauded the agency's proactive approach to service delivery.

Mr Jeffrey W. Davis, Asia Pacific Manufacturing Director of ExxonMobil Chemical Asia Pacific, said the Key Customers Programme is "deeply appreciated" as it offers a convenient platform for continuous dialogue. This is vital as customs matters and regulations can be complex.

"We are encouraged to approach Singapore Customs for assistance not only in the interpretation of various regulations but also in further streamlining our practices," he said. "The programme will certainly enhance productivity and efficiency in the way we do business."

Said Mr Davis, "Having a single point of contact at Singapore Customs makes it a lot easier and benefits the dialogue. Trust can be more easily built and the level of service from Singapore Customs has certainly been enhanced."

Fight Competition through personal touch....

What is fine example by our government. When you think about good customer service, what comes to mind?

- A list of automated voice mail options, or a live person answering the phone?
- An annual survey, or a quarterly lunch to talk face-to-face?
- Almost without fail, it's the personal touch that turns average into outstanding.

So is Customer service important to a Facilities Management practitioner?

Jim Arce, executive managing director of client solutions for Cushman & Wakefield of California, Inc., views tenant retention and recruitment as being about service first and bricks and mortar second. "It's all about service and how you relate to tenants," he said. "Your building may not be the newest or the best in town, but I'd rather be in an older building that is better managed. Since real estate is so competitive, service is what differentiates you."

In this highly competitive market, can we fight on price alone? Do you want to be known in the market as the "cheapest" service provider? Even government now do not automatically award the tender to the lowest price bidder.

For in-house Facilities Management practitioners, do you agree that most of the time the complaints are more people related than technical issues? Complaint about the aircon too hot or aircon too cold? What will be the difference if the FM dept had conduct talks on Energy Conservations, encourage the staff to do their part to save the earth? Do you think the complaints of aircon too hot will go down? At least they will be more empathy. Don't you agree it is important to build a good rapport with our internal customers?

Back by popular demand:

Customer Service Strategies for FM - a 2 day workshop.
9th to 10th May11.

We started this workshop in 2010 and this will be the 4th run of the workshop. Let's hear from the past participants:

"The speaker was very clear & patient in delivering the lessons and addressing the questions."
Ms. Corrine Phua

"The thing I like most about the workshop is the approach by the trainer in engaging the participants in the discussion."
Mr. Amir Mohd Ali

"Trainer & Facilitator are very helpful to make class excellent and encourage participants to ask questions." Mr Vincent Yeo

"The thing I like most about the workshop is customer approach"
Mr Yap

Graduates of CFM & FMP December 2010 & January 2011

- Ms Linda Ang, CFM
Singapore Institute for Clinical Sciences
- Mr Tan Chee Wee, CFM
Experimental Therapeutic Centre
- Mr Arun S Pai, CFM
M+W Singapore Pte Ltd
- Mr Alan Chua, CFM
One Marina Property Services Pte Ltd
- Mr Larry M. Laquian, CFM
Philippines
- Ms May Chua, CFM
Sentosa Leisure Management Pte Ltd
- Mr Ken Lim FMP
ST Synthesis Pte Ltd
- Mr Loh Chiu Lye, FMP
DSTA
- Mr Aloysius Chia, FMP
GE Pacific Pte Ltd
- Mr Jacky Thia, FMP
CBM Pte Ltd
- Mr Wilson Cho, FMP
Singapore
- Mr Shafie B Endot, FMP
Malaysia
- Ms Stephanie Phua, FMP
Standard Chartered Bank
- Ms Chee Min Hui, FMP
DSTA