



Following the launch of the government's Industry Transformation Map (ITM) in 2016, sector-wide initiatives were announced in November 2017 to achieve the vision of a more vibrant retail industry for Singapore. As part of these initiatives, Kampong Glam was earmarked for a pilot project to develop Singapore's first digitally-enabled retail neighbourhood. Besides retail, Kampong Glam is also a hot-bed of exotic international cuisines.

In late April 18, PMC, Ms Tan Chor Hoong, was appointed the pre-approved Digitalisation Project Manager to work with Japanese Grill YASU (owned by KokoroE) in Kampong Glam, to develop the digital capability of the Japanese eatery.

Within a matter of weeks from the commencement of this project, KokoroE totally embraces Dining Butler (DB), a technology solution for its eatery.

For KokoroE, DB is a lot more than just a mobile app. DB has totally transformed the Japanese restaurant's core business process ... order-taking, kitchen communication and billing, previously totally manual operations, are now fully automated.

With customers placing orders through their mobile devices, wait-staff are relieved of physically waiting at tables for customers to decide on their orders and will be able to spend more time on more pressing tasks like clearing tables and attending to customers'

needs, such as replenishment of tea. Upon full deployment of DB, KokoroE is projecting a 60% savings in manpower.

The methodology deployed to help SMEs succeed in their digitalisation journeys is **Business Process**

that customers so strongly value. A robotic service front is a mistake made by many a digitalising b2c business.

Chor Hoong has also been assisting KokoroE's neighbour, Gloria Jean's Coffees and their landlord, the Cube Boutique Capsule Hotel, in their digital transformations and helping

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We are pleased to have Chor Hoong, the digital project manager, work with us to redesign the processes of our merchant partners ... We are projecting a 15% increase in sales for our merchants as a result of the process re-design.

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- Benedict Choa, Director, RB Hospitality, Owner of Cube Boutique Capsule Hotel.



Reengineering (BPR) Chor Hoong's many years of BPR experience with big MNCs, as well as her expertise in the Singapore Quality Class Business Excellence framework, came in very useful here.

Chor Hoong strongly believes that "Digitalisation is not a one-off project; one has to transform the company culture to embrace technology and incorporate principles of service excellence into the business process to achieve continual improvement."

So, besides ensuring successful deployment of technology, Chor Hoong also made some strong recommendations to inject **GEM (Go-the Extra-Mile)** Service elements to ensure that digitalisation will not undermine the human touch



FROM LEFT, CLOCKWISE: Benedict Choa, Director, RB Hospitality, owner of CUBE Boutique Capsule Hotel (KokoroE's landlord), Ms MPO Kawaguchi, KokoroE's representative, Chor Hoong, Digitalisation Project Manager, Henry Kang SMF (SIP) Consultant overseeing Kampong Glam digitalisation projects, Nigel Saw, Country VP, Dining Butler, & Lui Chuan Feng, Founder, Dining Butler.

the 3 business partners capitalise on opportunities for synergistic collaborations, made possible by the digitalisation.

These projects are highly satisfying, all-win propositions for all stake-holders.

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