

Business Case: digitalising customer services start to end process

General Information

Started as a traditional wooden case manufacturer in the 1970s, Sin Chew has since evolved and transformed from our humble beginning to a One-Stop Packaging Hub. Our staff strength has grown from the initial 8 to current 110, and we are still hiring.

Sin Chew is a veteran company with more than 40 years of experience in protecting and positioning assets and businesses. We believe our business is about time and care. And we put reliability over conveniences.

Reliability isn't given. It is earned.
Build strong wooden case. Pack with care. Move & Lift safe.
And accomplish on time. Consistently.

Don't you want reliability, don't you want control?
Because, that's what we want.
Sin Chew wants to crate, pack, lift and move for you.
Every step is handled by Sin Chew.

That gives you a peace of mind.
That gives you control.

That's why we are the true One-Stop Packaging Solutions in Singapore.

Customers appreciate our everything is possible attitude combined with synergetic solutions and adaptability, saving them costs, time and resources.

Sin Chew's vital role is to essentially protect and position your assets and businesses.

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Issues Encountered

Sin Chew offers One-Stop packaging solutions including design and build to order wooden crating, strategic packaging solutions, machinery moving, full fledged transportation, warehousing, material treatment and project logistics.

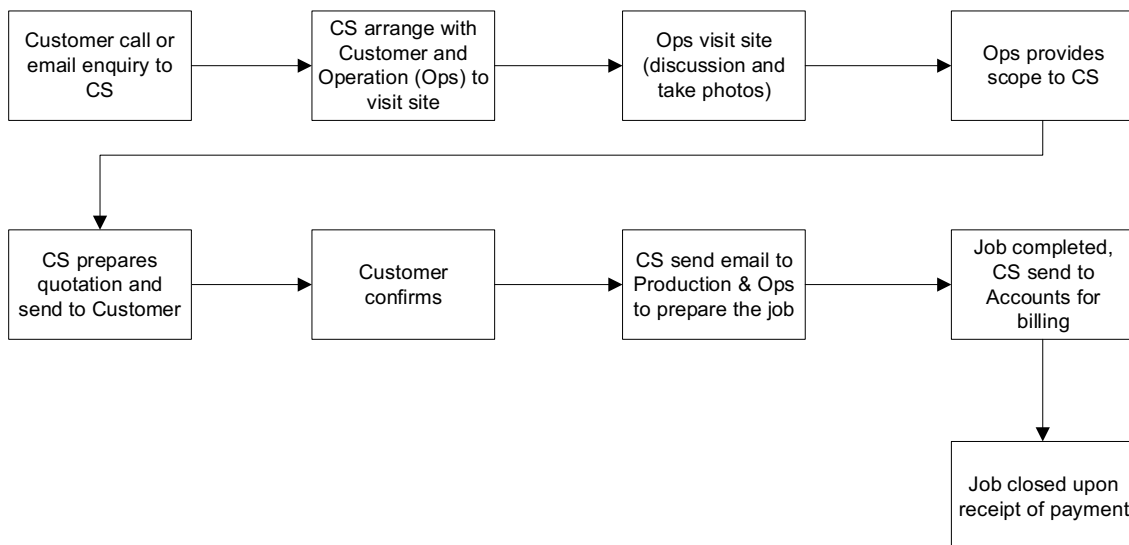
Since packaging, moving and project logistics are part and parcels of the supply chain, we adopt the business model of a logistics company, with about 25% of activities generated from manufacturing. However, our nature of business does not generate high volume of traffic like a typical logistics firm.

Sin Chew's vital role is to essentially protect and position our customers' assets and businesses.

To deliver what we promised on time, every time. Communication and co-ordination is crucial. Our customer service (CS) act as the point of contact for all services for crating, packing, rigging, transport.

Process flow for customer requiring full fledged service:

Sin Chew Woodpaq Customer Services start-to-end process



We have two major issues:

1. Tracking of enquiries and jobs. In the current situation, we received telephone call or email enquiries. All these activities are recorded manually and there are possibilities of losing track of the inquiries and pending status.

Challenges:

- Inefficient tracking of inquiries.
- Poor customer services experience.

2. Filing of photos during site visit and operation. For all our projects, we need to do site survey take photos before move/pack, during move/pack and after moved/packed. Every-day, we have close to thousands of photos, images from site survey (before move/pack) as well as during projects/jobs.

Upon return to the office, the photos are then transferred to the server from the SD card. Some photos taken using smart phones.

Challenges:

- The whole process is done very manually, and it costs time and effort.
- The retrieval is also very painstaking and prone to errors.

Requirements

We like the team to:

1. Develop a system to help CS keep track of enquiry and status on a real time basis.
2. The team can explore feasibility of how to digitalise photos capture, retrieval and archive (data automation).

Open House

The Open House will be on:

- 30 April 2018 (Monday), 11 am
- 7 May 2018 (Monday), 2 pm

Address: No. 2 Tuas Basin Lane, Singapore 637066

Contact Person: Ms. Andelyn Oh

Email: andelynoh@sin-chew.com.sg Phone: 6288855 Mobile: 90907565

Team leader to send email to the contact person in advance regarding the number of persons going to the open house.