

**Business Case: Riding on Digital Economy to Moving Ahead – Digitalise order management and manpower scheduling**

**General Information**

Established since the 1970s, Sin Chew Woodpaq has grown from strength to strength from a wooden crate manufacturer to a logistics specialist over the years, adding on capabilities along the way to adapt to the ever-changing business environment. Today, we are one of the leading providers of project logistics services in Singapore.

We would require the teams to conduct fact-finding and also do an in-depth research to come up with a proposal to recommend digital solutions to promote efficient sharing of information between the customer service and operations departments and manpower scheduling solutions to improve the efficiency of our operations, therefore increasing the quality of service rendered to our customers.

**Issues Encountered**

Following a review of our current processes, we have identified the following issues that needs the participating teams' help to improve on:

1. Currently for any problems that are faced by the respective operation team leaders, it is still being conveyed through the phone to the controller and thereafter to the customer service personnel for them to resolve with the Customer. The different layers of communication may result in the wrong message being conveyed somewhere in the middle.
2. Besides our main operations manpower, our controller has to manually check the manpower work schedule for our production department and another operations team located offsite, resulting in difficulty and agility to transfer manpower from one location to another to support ad-hoc additional manpower needs.

**Requirements**

Would require the teams to come up with and propose recommendations and solutions to the issues highlighted above, with the below requirements:

1. With regards to the issues that we encountered, we have to come up with a solution for the on-the-ground operational staffs, controllers and also the customer service personnel to be able to highlight issues or provide job updates in real time and all parties are able to view it simultaneously.

2. Teams should look at solutions to allow the department leaders to manage and upload their manpower schedule into a single platform and allow for real time adjustment and updates to be viewable by everyone for the controller to be more agile in deploying and managing manpower.
3. Teams should also propose whether the solution they recommend should be developed by a third-party developer or any off-the-shelf solutions that can be implemented straight away. They should also consider the cost effectiveness of the solution they recommend.

## Open House

The Open House will be on: 30<sup>th</sup> April 2019, 1.30pm  
4<sup>th</sup> May 2019, 9.30am

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