

[EMBARGOED FOR RELEASE ON Wednesday 15 November 2017 \(after 4.30pm\)](#)

## **Record Number of 3,414 Retail Service Professionals from 122 Companies Honoured For Quality Service**

*An increase of 17% in Excellent Service Award Recipients Over 2016 Shows Commitment  
and Importance of Quality Customer Service*

**Singapore, 15 & 16 November 2017** – The Singapore Retailers Association (SRA) presented a total of 3,414 Excellent Service (EXSA) Awards to service professionals in the retail industry for their exemplary quality customer service shown in the course of their work. The presentation ceremony was held over two days on Wednesday 15 November and Thursday 16 November 2017 at the Kallang Theatre.

Presenting the top echelon of awards on the first day was Guest of Honour Ms Sim Ann, Senior Minister of State, Ministry of Culture, Community and Youth & Ministry of Trade & Industry. The presentation ceremony kicked off with the presentation of the SRA Platinum ACE Award 2017 to retailers who have consistently achieved the best service performance in their respective categories in the SRA Achievement in Customer Experience (ACE) Programme, an Omni-channel mystery audit programme for the retail industry launched in December 2015 and organised by SRA. The Platinum award winners this year included Atlas Sound & Vision Pte Ltd, Cortina Watch Pte Ltd and Estee Lauder Cosmetics Pte Ltd just to name a handful. These retailers have achieved top service performance in their categories, across different touch points namely, store outlets, customer service emails, store telephone lines, company websites as well as social media engagement.

SRA also commended four retailers with the SRA ACE Gold Award this year who have shown the best improvement in service delivery in the mystery audit programme over 4 cycles. They are Cash Converters, (Stevetay) Pte Ltd, Metro Pte Ltd, RSH (Singapore) Pte Ltd and SUTL Sports Retailing Pte Ltd (Nike).

Ms Sim Ann also bestowed on Ms Norlinda Binte Zainuddin, Concierge, Orchard Turn Developments Pte Ltd the coveted SRA EXSA Superstar 2017 Award and a \$500 shopping voucher for the superior customer service amplified in her daily duties. Norlinda has consistently 'gone the extra mile', receiving much praise and accolades from locals and tourists alike for her

outstanding patience, diligence and resourcefulness in providing assistance to all who have approached her for assistance. Norlinda was amongst two other service staff 'finalists' shortlisted from a pool of over 40 individuals vying for the coveted SRA Excellent Service SuperStar Award 2017 after a conscientious round of interview by judges. The other 2 Finalists are Ms Krishnavane DO S K Rajoo, Concierge Service Officer, Far East Organization and Ms Kamisah Binte Samat, PO III, Singapore Post Ltd also received their plaques and \$250 shopping voucher each.

517 EXSA 2017 Star Award recipients and their Company chiefs comprising of Managing Directors, Chief Executive Officers to HR Directors received their plaques and awards presented by members of the Council Board of Singapore Retailers Association.

Another 1,073 Gold and 1,824 Silver award recipients and Company chiefs received their well-deserved plaques, certificates and EXSA 2017 pins on 16 November 2017, which represents an increase of 17% over 2016, reflecting the industry's focus and strong collective efforts in raising service excellence. They received their awards from SRA Council Members.

Mr R Dhinakaran, President, Singapore Retailers Association said, "The key to success for retailers is to focus on creating a seamless experience for their customers, because by doing that, customers will be more likely to remain loyal and may even share positive recommendations for the retailers' growth. All the individuals and companies recognised at the SRA Excellent Service Award 2017 have gone the extra mile to provide great customer service, and set the benchmark for a quality service standard for the retail industry."

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## **About the Excellent Service Award**

Launched in 1994, the Excellent Service Award or EXSA is a national award that recognises individuals who have delivered quality service. It seeks to develop service models for staff to emulate and to create service champions.

EXSA is managed by seven industry lead bodies (Association of Singapore Attractions, Association of Banks in Singapore, Singapore Hotel Association, Land Transport Authority, Public Service Division, Singapore Retailers Association, and Restaurant Association of Singapore) and supported by SPRING Singapore. For more information on EXSA Award, please visit <https://www.spring.gov.sg/Growing-Business/Grant/development-areas/Pages/SE-Excellent-Service-Award.aspx>

## **About the SRA Achievement in Customer Service (ACE) Programme**

Launched in December 2015 and exclusively managed by Singapore Retailers Association, the SRA Achievement in Customer Experience (ACE) Programme is Singapore's first Omni-Channel Mystery Shopping Programme for the retail industry. The Programme aims to set industry and sectoral benchmarks for service delivery, enabling companies to compare against competitors, and understand their strengths and weaknesses across multi-channel touch points. It helps retailers enhance their service skills based on the service gaps identified from the mystery audits, which spans Brick & Mortar, Customer Service Emails, Store Telephone lines, Company Websites as well as Social Media Engagement. Data from the mystery shop assessments are analysed and the report is shared with participating companies to help them identify the areas of strengths and weaknesses so that specific issues can be addressed for improvement. The report for subsequent assessment periods will also track the trend for each company, showing areas where improvements have been made, or where performance has slipped.

There are 3 award categories in the SRA (ACE) Programme. The best performer in each category will be awarded SRA Platinum ACE Award status, whilst those who rate within 5 percentage points of the top performer will be accorded SRA Titanium ACE Award status. The SRA Platinum ACE Award winner should have a minimum performance score of 70% to qualify. The top performing retailer with the best improvement over 4 cycles will be awarded the SRA Gold ACE Award. For more information, please visit [www.retail.org.sg](http://www.retail.org.sg).

The winners list of the SRA Platinum and Gold ACE Award 2017 can be found in **Annex A**.

## **About Singapore Retailers Association (SRA)**

The Singapore Retailers Association (SRA) was founded in 1977, originally as the Singapore Retail Merchants Association by 10 leading retailers. It is a non-profit, independent/non-governmental retail trade body in Singapore, funded entirely by the private sector. SRA aims to be an advocate for retailers – big or small, to help them improve business standards; professionalism and productivity through training and sharing of information and best practice as well as assist its members with business development and regionalisation strategies. It hopes to be a representative voice for the retail industry, working closely with government agencies and relevant authorities to help address and resolve issues for the well-being of the retail industry and help facilitate Singapore's continued growth in the competitive retail environment.

On 1 October 2017, SRA embarked on SPRING's LEAD+ Programme to further its cause and advance the initiatives under the Retail ITM to help bring about greater value creation in the retail industry through innovation; enhance retailers' productivity and capabilities; maximise workforce potential for improved business growth and even internationalisation.

Membership in SRA is open to all retailers as well as businesses related to retail – real estate developers and consultancies, research companies, media owners, tax refund agencies etc. There are currently 300 members (as at the time of print) in the Association. Through its myriad of events, conferences and seminars, training programmes as well as networking opportunities, SRA initiates change and encourage the retail industry to embrace new technological advances and best practices to ensure its continued competitiveness and growth.

SRA is also a founding member of the Federation of Asia Pacific Retailers Associations (FAPRA), which comprises 17 national associations across the Asia-Pacific region; all the members are the most authoritative and representative associations for the retail industries of their respective countries.

SRA officially launched its very own mobile App during the Great Singapore Sale 2017. GoSpree brings together retail and service stores, shopping malls, dining outlets, attractions, leisure activities and hotels located island-wide 'under one app'. GoSpree members can browse for value-for-money deals and exclusive offers to enjoy savings in the form of 'eCoupons' by GoSpree merchants. These eCoupons can be downloaded directly from smartphone devices for redemption at designated stores – thereby helping to drive footfall and spending whole year round. GoSpree shoppers can also have fun scanning QR Codes embedded with special rewards for more savings. Retailers can sign up to be a GoSpree merchant for free. GoSpree can be downloaded for free on the Apple App Store and Google Play.

**SRA Platinum ACE Award Winners 2017**

<b><u>Category</u></b>	<b>SRA ACE Cycle 3</b>	<b>SRA ACE Cycle 4</b>
	<b><u>(Dec 2016 – Mar 2017)</u></b>	<b><u>(Jul 2017 – Sep 2017)</u></b>
Cosmetics & Wellness	Estee Lauder Cosmetics Pte Ltd (Estee Lauder – La Mer)	Luxasia Pte Ltd (Luxasia – La Prairie)
Department Stores	Takashimaya Singapore Ltd	Robinson & Co. (Singapore) Pte Ltd
Electrical & Electronic / Audio Visual	Atlas Sound and Vision Pte Ltd	Atlas Sound and Vision Pte Ltd
Fashion & Accessories	PANDORA Jewelry Singapore Pte Ltd	SUTL Sports Retailing Pte Ltd
Furniture & Furnishing	Simmons (SEA) Pte Ltd	Simmons (SEA) Pte Ltd
Gifts / Books / Hobbies	RISIS Pte Ltd	-
Luxury Watches / Jewellery	Cortina Watch Pte Ltd	Cortina Watch Pte Ltd
Services	QB Net International Pte Ltd	-
Telecommunications	Singapore Telecommunications Ltd	Singapore Telecommunications Ltd

**SRA Gold ACE Award Winners 2017 (Best Improved Retailer)**

<b><u>Category</u></b>	<b>SRA ACE Cycle 1 to 4</b>
	<b><u>(Dec 2015 – Sep 2017)</u></b>
Department Stores	Metro (Private) Limited
Electrical & Electronic	Cash Converters (Stevetay Pte Ltd)
Fashion & Accessories	RSH (Singapore) Pte Ltd
Fashion & Accessories	SUTL Sports Retailing Pte Ltd (Nike)