

EMBARGOED FOR RELEASE ON Wednesday 21<sup>st</sup> November 2018 (after 5.00pm)

**Record Number of 3,963 Retail Service Professionals from 126 Companies  
Honoured For Excellent Service**

*Increase of 16% in Excellent Service Award Recipients Over 2017 In Retail Industry Is Testament  
of Companies Commitment To  
Providing Excellent Customer Service*

**Singapore, 21<sup>st</sup> & 22<sup>nd</sup> November 2018** –Singapore Retailers Association (SRA) presented a total of 3,963 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 21<sup>st</sup> November and Thursday 22<sup>nd</sup> November 2018 at Kallang Theatre.

Presenting the top echelon of awards on the first day was Guest of Honour Mr Zaqy Mohamed, Minister of State, Ministry of National Development & Ministry of Manpower. The presentation ceremony kicked off with the presentation of the SRA Platinum ACE Award 2018 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 Luxasia Pte Ltd, Takashimaya Singapore Limited and Singapore Telecommunications 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.

Mr Zaqy Mohamed also bestowed on Ms Chung Wing Lam, Principal Clinical Pharmacist, Watson's Personal Care Stores Pte Ltd the coveted SRA EXSA Superstar 2018 Award and a \$500 Takashimaya shopping voucher for the superior customer service amplified in her daily duties. Ms Chung is known for going beyond her duties to help her customers. On one occasion, instead of simply telling the customer that the brand of medication was not available, she spent considerable time and effort to find alternative medication available locally. Ms Chung also searched for references on the equivalent dosage, made a recommendation and explained the rationale to the

customer and her local doctor. Ms Chung was amongst two other service staff finalists shortlisted from a pool of over 40 individuals vying for the coveted SRA Excellent Service SuperStar Award 2018 after a conscientious round of interview by judges. The other 2 Finalists are Ms Tan Yin Yin, Principal Pharmacist, Guardian Health & Beauty and Mr Sim Yee Chieh, ION Officer, Orchard Turn Retail Investments Pte. Ltd. Both received their plaques and a \$250 Takashimaya shopping voucher each.

695 EXSA 2018 Star Award recipients and their Company chiefs comprising Managing Directors, Chief Executive Officers to HR Directors received their plaques and awards presented by Councillors, Singapore Retailers Association.

Another 1,209 Gold and 2,059 Silver award recipients and Company chiefs received their well-deserved plaques, certificates and EXSA 2018 pins on 22<sup>nd</sup> November 2018, totaling 3,963 from SRA Council Members which represents an increase of 16% over EXSA 2017, reflecting the retail industry's focus and strong collective efforts in raising service excellence.

Mr R Dhinakaran, President, Singapore Retailers Association said, "Developing an excellent service culture takes time and can only succeed when customer orientation and service excellence are entrenched in the company's processes and practices, alongside training and upskilling of its retail workforce. The award recipients today show that it can be done. So, let us work together and continue to strive for service excellence in the retail industry in Singapore."

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For media enquiries, please contact:

**Ms. Rose Tong**  
Executive Director  
Singapore Retailers Association  
Mobile: +65 9368 7878  
Email: [rose@sra.org.sg](mailto:rose@sra.org.sg)

**Mr. Khairul Ashab**  
Manager, Industry Talent Development  
Singapore Retailers Association  
Mobile: +65 8100 0443  
Email: [khairul@sra.org.sg](mailto:khairul@sra.org.sg)

### **About the Excellent Service Award (EXSA)**

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 Enterprise Singapore.

### **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.

The best performer in each category will be awarded SRA Platinum ACE Award status. The SRA Platinum ACE Award winner should have a minimum performance score of 70% to qualify. For more information, please visit [www.retail.org.sg](http://www.retail.org.sg).

The winners list of the SRA Platinum Award 2018 can be found in **Annex A**.

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

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. Led by 18 Council Members from leading companies and SMEs, SRA's vision is to be the respected and collective voice of the retail industry and advance the interests of the retail industry via insights, education and strategic collaborations.

On 1 October 2017, SRA embarked on SPRING's (now Enterprise Singapore) 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 internationalisation.

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Singapore Retailers Association partnership with Upskill People Asia will provide innovative, digital training solutions to our members and enhance training strategies by developing staff in a more effective and measurable way. To advance the interests of the retail industry via education, training for the retail workforce is now made fun and interactive, via this strategic collaboration. Going forward, e-learning will be a key aspect of the SRA's training framework.

**SRA Platinum ACE Award Winners 2018**

<b><u>Category</u></b>	<b>SRA ACE Cycle 5</b>
	<b><u>(Jan 2018 to Mar 2018)</u></b>
Cosmetics & Wellness	Luxasia Pte Ltd (Luxasia – Aveda)
Department Stores	Takashimaya Singapore Limited
Electrical & Electronic / Audio Visual	Stevetay Pte Ltd (Cash Converters)
Fashion & Accessories	Benjamin Barker
Furniture & Furnishing	Simmons (SEA) Pte Ltd
Luxury Watches / Jewellery	On Cheong Jewellery
Telecommunications	Singapore Telecommunications Ltd