

Reference



## NTUC FairPrice



### NTUC FairPrice optimizes handling of customer feedback

Thanks to EASY software solution implemented by Sycor, Singapore's leading supermarket chain NTUC FairPrice has dramatically improved its process for handling customer feedback.

Since the company started 36 years ago, the Singapore-based supermarket retailer NTUC FairPrice has been offering quality products, value and excellent service to the customers. FairPrice has continually reinvented itself over the years in an effort to adapt to new market requirements and the changing needs of customers. As a crucial success factor, customer feedback has always been important to Singapore's leading supermarket retailer, which employs over 6000 people in 220 outlets and achieved 2.03 billion Singapore dollars in sales (roughly 975 million euros) in the 2008/2009 financial year.

In 2008, FairPrice management decided to

implement an Enterprise Content Management (ECM) solution from EASY SOFTWARE in order to optimize the way it handles customer inquiries and suggestions. "We are very pleased that FairPrice selected Sycor as their implementation partner." says Michael Ibach, CEO of SYCOR ASIA Pte Ltd, a subsidiary of Göttingen-based SYCOR GmbH.

The goals of the project were clearly defined from the outset. By automating the entire workflow, the new solution would help employees of the company's service center process over 4000 customer feedbacks FairPrice receives each month. At the same time, the project aimed to boost transparency and speed up archiving of documents from the individual processes. "We also wanted to accelerate the entire process to improve customer service overall," says Bernard Chew, CIO at FairPrice. "By responding more quickly to messages, we wanted to show our customers how much we value their feedback." To meet these needs, the company contracted Sycor Asia to design and implement the solution for over 550 users.



#### NTUC FairPrice

**Headquarters:**  
Singapore

**Branch:**  
Supermarket retailer

**Products:**  
Comprehensive range of convenience goods

**Enterprise size:**  
> 6,000 employees  
Revenue 2.03 Billion SGD  
(975 Million €)

**Web:**  
[www.fairprice.com.sg](http://www.fairprice.com.sg)

#### Project:

Implementation of an Enterprise Content Management (ECM) solution

#### Benefits:

- Fully automated workflow
- Enhanced transparency in the customer feedback process
- Optimized archiving of documents
- Lower response times
- Boosted customer satisfaction

#### Your contact:



**John Bertolino**  
Sales & Marketing Director

[john.bertolino@sycoramericas.com](mailto:john.bertolino@sycoramericas.com)  
+1 412 788 9494

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The ECM experts at Sycor also handled employee training and support after the go-live date.

Bernard Chew has been very satisfied with the outcome: "Thanks to the ECM solution implemented by Sycor Asia, we can now better respond to inquiries and suggestions from customers." With the Web-based solution, customer feedbacks can now be processed by several employees simultaneously at the FairPrice service center. This ensures that each feedback is provided with the necessary information before it is forwarded to a product specialist at the company's headquarters or to the manager

of an outlet, saving time in the process. FairPrice can also determine the processing status of a feedback at any time. "An integrated reporting tool enables the company to create statistical reports on data such as response times or the number of open items." says Sycor Asia's CEO Michael Ibach.

"By bringing the quality of our process to a new level, we have dramatically increased customer satisfaction and loyalty," says Bernard Chew. "Sycor Asia played a crucial role in this success story, thanks to their implementation expertise and many years of experience designing process-oriented solutions."

### About FairPrice:

FairPrice has grown to become the leading supermarket retailer in Singapore. It has a retail network of over 220 stores island-wide. Owned by about 500,000 Singaporeans, it serves the needs of more than a million every day, and is indeed „Singapore's Very Own“. Its founding mission to help moderate the cost of living for low income households in Singapore remains at the heart of its operations. With sales of more than \$2.03 billion in the financial year 2008/2009 and a staff strength of over 6,000, the corporate mission of FairPrice incorporates an additional responsibility not only to its customers but also its staff, who have made its success possible. „NTUC FairPrice, Best Place to Shop, Best Place to Work and Best Corporate Citizen" underlines its commitment to bring value to the community, its customers, its staff, and ultimately to its co-operative members who by their support make FairPrice Singapore's Very Own largest supermarket chain. Over the years, FairPrice has continuously revolutionised its business to remain in the forefront of retail technology and innovation, and remain responsive to the changing environment and customers' needs.

