

ASSA Recognition Award

CATEGORY	:	Innovation Excellence Award
ORGANISATION	:	Central Provident Fund Board (CPF Board), Singapore
CONTACT PERSON	:	Name: Wong Koon Yin Contact Number : +65 62022564
NAME OF PROJECT	:	CPF Retirement Planning Service (CRPS) Online
OBJECTIVE AND NATURE OF PROJECT	:	To help more Singaporeans aged 54 plan for their retirement by making CRPS available online for greater ease of access and convenience.
WHY IT SHOULD BE RECOGNISED	:	As part of the CPF Board's efforts to innovate, the CPF Retirement Planning Service (CRPS) was made available online to make it more accessible to eligible members. CRPS Online provides an additional channel for members to access their personalised CRPS infographics anytime, anywhere via a digital platform instead of attending a face-to-face session with CPF Board officers. With a Responsive Web Design (RWD), members can have a consistent user experience across different devices. By tapping on the power of technology, complex CPF information is simplified through the use of clickable links and dynamic charts. This has helped members to better understand the information presented to them without the need for interaction in person with a CPF Board officer. The CRPS Online initiative has helped the CPF Board to expand its service to cater to a bigger group of members without being unduly limited by manpower and resource constraints. Since its launch on 26 April 2018, more than 1,500 members have used the CRPS Online tool. Here is some feedback from the members: "I found it very useful, especially how much CPF reduction I would expect ... This would help me plan my financing towards the mortgage loan for my house." "It's very impressive, provides more customised information

		compared to other websites which are more general.” “Very good, straightforward and easy to understand.”
SUMMARY OF THE PROJECT	:	The CRPS was started in 2015 as a targeted outreach initiative to provide personalised guidance to members on the changes that are made to their CPF accounts when they turn 55 years old and the options available to them. As part of the Board’s effort to transform itself into a digital organisation, the CRPS was enhanced in 2018 and made available online so members can access the service anytime, anywhere without visiting a service centre. To enable members to easily understand the content presented to them, the infographics used contain instructional design elements such as: - Clickable links within the infographics to explain an item (e.g. clicking on the Retirement Account to find out how it is created at 55 years old) - Dynamic charts (e.g. illustrating the transfer of monies from the Special and/or Ordinary Accounts to the newly created Retirement Account at age 55)