

WRITE UP TEMPLATE

CATEGORY	:	Customer Service Recognition Award
ORGANIZATION	:	Central Provident Fund Board (CPFB), Singapore
CONTACT PERSON	:	Name : Georgina Gao Contact Number : +65 62022559
NAME OF PROJECT	:	Bringing Customer Service closer to an Ageing Society
OBJECTIVE AND NATURE OF PROJECT	:	To provide personalised service to educate members on CPF matters. To bring targeted outreach initiatives closer to CPF members for greater convenience and ease of access.
WHY IT SHOULD BE RECOGNISED	:	<u>CPF Retirement Planning Services (CRPS)</u> In 2015, CRPS was piloted as a targeted outreach initiative to provide personalised service to educate members on CPF matters, particularly on changes that may impact them when they turn 55. They were invited to attend a one-to-one consultation to go through the relevant CPF policies and options using materials customised with their CPF account information. One of the challenges of the project was finding the most effective way to communicate complex CPF policies affecting Singaporeans at age 55. The challenge was two-fold because we needed to provide enough details so that the CRPS providers can provide the necessary information, yet keep it simple enough for Singaporeans to understand the content. Another challenge was to increase the take-up rate of CRPS in the beginning. To communicate the complex CPF policies, we used prototyped designs and ideas with more than 50 staff and members of the public before settling on using a personalised A3 infographic and presentation screen in four languages (English, Chinese, Malay and Tamil) for the CRPS. During the one-to-one sessions, we brought members through the top five frequently-asked questions using their personalised information. This made the members feel that we cared for them as an individual. To increase the take-up rate of CRPS, we redesigned and personalised our letters to inform the members that we have reserved a session for them on their behalf. Through these efforts, we were able to more than double the take-up rate of the service from 15.9% to 32.4%. Those who experienced our services were better informed and left with a positive impression about the government for providing them

		with personalised and meaningful information at a relevant juncture in their life. More than 90% of members who attended CRPS experienced an improvement in their awareness of the CPF options available to them, and 95% would recommend CRPS to their family and friends. Qualitatively, members expressed gratitude for CRPS and the initiatives taken to communicate the policies and options to them simply, using personalised information and in a one-to-one setting. In 2016, the Board has extended the CRPS service to more than 20,000 members. The CRPS will be made available this year to all CPF members turning 54 from 2017. Plans are in place to pilot CRPS modules to other age groups, such as those reaching their Payout Eligibility Age (currently age 64) and younger CPF members from 2017 onwards. <u>Mobile Service Centre (MSC)</u> MSCs were set up in 2016 to provide CRPS and other CPF services in the heartlands. The MSCs operated at different locations island-wide every two months, serving members through appointments and walk-ins. Members could visit the MSC to make enquiries on their CPF and perform a range of CPF-related transactions. We collaborated with People's Association as Community Centres (CCs) were assessed to be the ideal venue for its extensive network, good resident flow and readily available infrastructure to provide counter service. By setting up MSC at CCs, we addressed commonly-asked CPF queries to residents in the particular area. We have reached out to 7,300 customers at our MSCs in 2016. 97% would recommend this service to their family and friends. After being served at MSC, more than 90% of the customers do not need to visit the existing SCs after being served at MSC. The qualitative feedback for MSC has been positive, with many customers citing the convenience and professional services provided by our Customer Service Executives. In order to reach out to more customers at their convenience, we have extended our MSC services to our National Library Board's neighbourhood libraries this year.
SUMMARY OF THE PROJECT	:	With an ageing society, retirement planning has become more important. CPF Board has introduced the following two initiatives to assist CPF members to make informed decisions on their CPF for retirement in a convenient and accessible manner:

	1. CPF Retirement Planning Services (CRPS) A one-to-one consultation with members reaching the age of 55, to go through the relevant CPF policies and options using materials customised with their CPF account information. 2. Mobile Service Centres (MSC) Set up to provide CRPS and other CPF services in the heartlands.
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