

1. ASSA Recognition Award

- 1.1 The ASSA Recognition was first introduced by the Employees Provident Fund (EPF) of Malaysia in 2015. The purpose of the Award is to recognise ASSA member organisations' achievements.
- 1.2 The criteria and categories for the ASSA Recognition Award are as follows.

No.	Categories of Recognition	Description of the Categories
1.	Innovation Recognition Award	Creation of an innovative technology, product or service which has led to improvements in services or products.
2.	Transformation Recognition Award	A practice that has resulted in improvement in the overall effectiveness, efficiency, and success of the organisation.
3.	Customer Service Recognition Award	Organisations that have implemented successful customer service strategies which are able to meet customers' expectations in terms of delivery and quality of service.
4.	Continuous Improvement Recognition Award	Organisations that are in a never-ending effort to expose and eliminate root causes of problems. It usually involves many incremental steps towards improvements rather than one overwhelming innovation.
5.	Strategic Communication Recognition Award	Organisations that have pushed the boundaries when it comes to their communications strategy in order to ensure they truly engage with their members using various communication channels.
6.	Information Technology Recognition Award	Organisations that run their business using effective and reliable technologies that are essential to drive efficiency and productivity, and improve organisational outcomes and performance.
7.	Insurance Coverage Recognition Award	Insurance and social security schemes that have developed their proposition with a clear focus on retirement, health and meeting members' needs.
8.	Financial Literacy Recognition Award	Organisations that have introduced and provide advisory services on financial literacy and retirement planning to address issues on adequacy of members' savings for retirement.

1.3 The write-up should include the following:

WRITE UP TEMPLATE

CATEGORY	:	Information Technology Recognition Award
ORGANISATION	:	Central Provident Fund Board (CPF Board), Singapore
CONTACT PERSON	:	Name: Hari Kishan Ramesh Kumar Contact Number : +65 62022558
NAME OF PROJECT	:	CPF Online Nomination
OBJECTIVE AND NATURE OF PROJECT	:	The CPF Online Nomination system allows members to make their CPF nomination conveniently and securely in the comfort of their own homes.
WHY IT SHOULD BE RECOGNISED	:	Allowing CPF members to make their nomination online is a big shift from the traditional mindset that nominations should only be made in person; and in the presence of physical witnesses. Tapping on technology, the CPF Board now allows members to make CPF nominations without having to physically visit a service centre or mailing in a hardcopy form, and not compromise the security and validity of the CPF nomination. Members are also able to appoint the two required witnesses digitally, which makes it easier for overall coordination. This has benefitted members with mobility challenges, as they are now able to complete their CPF nomination without making any special arrangements to physically visit the service centres. The introduction of CPF Online nomination has been widely received by CPF members, as it has brought about greater convenience for members to make arrangements for their CPF savings when they pass on. which is evident through the 13% increase of nominations made digitally in 2020 compared to the same period last year.
SUMMARY OF THE PROJECT	:	Under the CPF Act, a CPF member's CPF savings cannot be distributed by a will upon their demise. This is to ensure that the CPF savings are protected from creditors and can safely reach the hands of the member's nominees. As such, members who wish to distribute their remaining CPF upon their demise are required to make a CPF nomination to ensure that their savings are distributed according to their wishes. Members who do not make a CPF nomination would have their remaining CPF savings transferred to the Public Trustee Office which will then distribute the savings according to the intestacy laws of Singapore. The previous nomination process would require members to fill up a hardcopy nomination form in the presence of 2 witnesses. As the nomination process is highly sensitive, many members would choose to

	complete their nomination at the Board's service centres while selecting the Board's staff as their neutral witnesses. This is inconvenient for members as they would likely need to take time-off their working schedule to be physically present to complete the transaction. With the introduction of the Online Nomination, the Board is going against the industry norm of requiring our members to be physically present to complete their nomination with the witnesses of their choice. Members are now able to make their nomination in the comfort of their own home and inform their witnesses of choice of their intention to make the nomination. The witnesses will then login the online portal to verify the member's intent of nomination. The entire process can be completed seamlessly online without the various stakeholders having to meet up physically. With the introduction of this increased convenience, the Board saw an increase in total nominations in Q1 2020 by 13% compared to the same period in 2019.
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