

SLA LISTENS

Lasting Relationships

Innovation

Seamless Delivery

Trust

Empathy

Nation First

Service with Respect



SERVICE BEHAVIOURS

**IN DEALING WITH
CUSTOMERS, I WILL:**



Listen with
empathy to
identify my
customers' needs



Proactively engage
customers by
anticipating needs
and providing
customised solutions



Proactively seek
feedback as a means to
continuously improve
processes and solutions
to delight our customers
and partners



Build relationships
premised on
mutual respect
with customers
and partners



Safeguard our
Nation's limited
land resources



Be professional in
my interactions
with customers
and partners



LISTEN WITH EMPATHY TO IDENTIFY MY CUSTOMERS' NEEDS

EXTERNAL CUSTOMER

- Display interest in customers through language and actions
- Use empathy tone
- Listen and serve customers patiently
- Look through customers' past interaction data to understand his/her context
- Summarise and clarify what I heard
- Remain professional with unhappy or angry customers
- Understand customers' needs (cultural background, values, motivations etc)

INTERNAL CUSTOMER

- Share information that would be useful for fellow officers
- Ensure complex information are easily obtainable and simple to understand by fellow officers
- Share experience with colleagues handling similar cases/job scopes, if any



PROACTIVELY ENGAGE CUSTOMERS BY ANTICIPATING NEEDS AND PROVIDING CUSTOMIZED SOLUTIONS

EXTERNAL CUSTOMER

- Proactively ask questions to seek clarification/establish what customers know
- Call up customers for urgent cases
- Do not repeat available information
- If customers have upstream issue, guide them through the whole process they need to know further downstream
- Customise response to customers' needs
- Be updated on all changes to policies to be consistent in responses
- Make referrals to the right people

INTERNAL CUSTOMER

- Update fellow officers dealing with external customers before making changes to policy and processes so that officers can anticipate customers' needs and challenges
- Collaborate closely with other departments to review impact of policy and process changes on different customer groups
- Adopt a One SLA approach to deal with issues and challenges - be ready to assist enquiries that have been escalated



PROACTIVELY SEEK FEEDBACK AS A MEANS TO CONTINUOUSLY IMPROVE PROCESSES AND SOLUTIONS TO DELIGHT OUR CUSTOMERS AND PARTNERS

EXTERNAL CUSTOMER

- Be open to feedback and acknowledge them
- Seek to have a deep understanding of customers' needs to make continuous improvement

INTERNAL CUSTOMER

- Be open to feedback and acknowledge them
- Collect feedback of commonly asked questions
- Seek to streamline processes and minimise effort for the customers and fellow officers
- Seek to continuously improve the user-friendliness of customer interfaces through an interactive process
- Choose most effective form of communication with fellow officers



BUILD RELATIONSHIPS PREMISED ON MUTUAL RESPECT WITH CUSTOMERS AND PARTNERS

EXTERNAL CUSTOMER

- **Speak their lingo;
don't write officiously**
- **Be updated on the
challenges of customers'
industry/sector**
- **Proactively provide
regular updates on cases**
- **Be transparent on
how cases have
been handled**
- **Manage customers'
expectation**
- **Meet face-to-face
to build and sustain
rapport for
complex cases**

INTERNAL CUSTOMER

- **Hold informal
discussions on cases to
build and sustain rapport
among colleagues**
- **Share meaningful
information on
regular customer with
fellow officers**
- **Proactively share
policy changes with
fellow officers**
- **Work in tandem with
officers dealing with
customers to engage
them when reviewing
and designing policies
and processes that
impact their
industry/sector**



BE PROFESSIONAL IN MY INTERACTIONS WITH CUSTOMERS AND PARTNERS

EXTERNAL CUSTOMER

- Be aware and adhere to KPIs
- Provide interim reply and automate where possible
- Proactively follow up with other agencies on cases
- Provide clear explanation for customer requests that are declined
- Give alternate solutions, if possible
- Write in short, simple sentences and avoid using confusing technical jargons
- Explain the process/situation/policy to the customers in clear simple terms
- Inform customers of the relevant channel/process that is most applicable for them to efficiently complete the transaction

INTERNAL CUSTOMER

- Support fellow officers to achieve stipulated timelines and service KPIs
- Ensure all requests are routed correctly and promptly
- Process requests within agreed timelines
- Craft policy to be clear and concise
- Update internal FAQs to reduce the need for referrals
- Ensure all public information is written in a reader-friendly manner and plain English
- Ensure all public information is up-to-date