



Overview of Service Initiatives in Singapore >>

Presented by KITSON LEONARD LEE
Singapore Quality Institute
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Interesting Facts

- ▶ 1.583 million (~79%) residents aged 15 years and over are employed in the *services industry* in 2011.
- ▶ The *services industry* contribute ~64.8% to our overall GDP.

Department of Statistics, Singapore (June 2011)
<http://www.singstat.gov.sg>





Public Service For
The 21st Century

PUBLIC SECTOR >>

<http://www.psd.gov.sg>

“

The Public Service is different from the private sector in that we cannot choose our customers. Likewise, our customers make use of public services not so much out of choice. For this unique relationship to work effectively, there must be a common understanding between the two parties. The Public Service must strive to deliver its services with excellence. In return, customers must understand that the Public Service has to balance serving the needs of individual customers against the collective needs of the public.

”

Teo Chee Hean
Deputy Prime Minister,
Coordinating Minister for National Security,
Minister for Home Affairs
PS21 Star Service Awards Ceremony (14 May 2008)



Public Service

Service Principles introduced in 1995:

- ▶ **CARE:** Courtesy, Accessibility, Responsiveness, Effectiveness
- ▶ Paradigm borrowed from private sector
 - Quality is how the customer defines it
 - 'Delighting' customers



Public Service

- ▶ Individuals and businesses alike have come to expect faster, more relevant and complete responses from the Public Service.
- ▶ Citizens today are better educated and more discerning.
- ▶ As a result, they have higher expectations of the Public Service.



Engaging Citizens to Co-create Solutions



<http://www.oursgconversation.sg>

- ▶ **Citizens:** expressed greater desire for public consultation, and to be involved
- ▶ **Government:** reach out to all segments of society understand citizens' perspectives share ideas and concerns work together to benefit all Singaporeans





HEALTHCARE SECTOR >>

Case Study

S.M.I.L.E. (See Me In Line)

- Ang Mo Kio
- Bukit Batok
- Choa Chu Kang
- Clementi
- Hougang
- Jurong
- Toa Payoh
- Woodlands
- Yishun



Visit Us



Find a polyclinic near you.

Please Select



Check the queue before you queue with S.M.I.L.E. (See-Me-In-Line) Zone.

Ang Mo Kio Polyclinic

Number of Patients waiting to see doctors

155

Consultation

DCS-522081 15:45:00 2013/02/21



Registration

DCS-522081 15:49:59 2013/02/21



Pharmacy

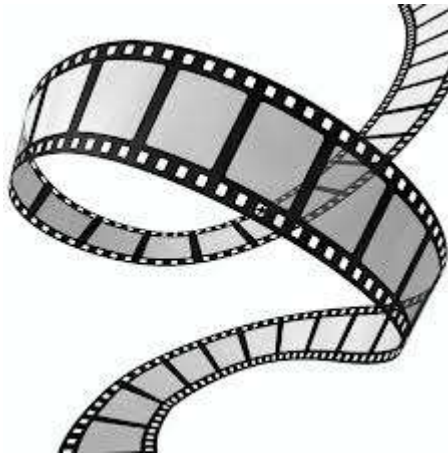
DCS-522081 15:50:00 2013/02/21



<http://www.nhgp.com.sg>



Case Study



http://www.youtube.com/watch?v=wR8L_BhS8RI

<http://www.singhealth.com.sg>



Case Study



Download Health Buddy app now!

Introducing Singapore's most comprehensive health mobile application. **Health Buddy** provides you with quick access to healthy living tips & advice, and medical services, bringing you towards a better health and well being.

In this power-packed app you will find:

- Weekly Health Tips, Videos & Promotions
- List of GP/Family Doctors across Singapore, with Opening Hours & Contact Details
- Comprehensive glossary of Medical Symptoms, Conditions & Treatments
- Specialties & Services listing offered in the SingHealth group
- Find a SingHealth Specialist with doctor's profile
- Navigation access to SingHealth Hospitals, Centres and Polyclinics
- Latest Health News & upcoming Events



Available on these platforms:

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Download to
Android



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Download to
Blackberry



[Click Here](#)



Case Study



1 BILL **2 PAYMENT** **3 RECEIPT**

Outstanding bills for

Please pay the amount due. Payments made will be reflected the next working day.

| Institution & Tax Invoice/Case No. | Admit/Visit Date | Discharge Date | PDF Bill | Amt Due (SGD) | Pay | Payment Amt (SGD) |
|------------------------------------|------------------|----------------|----------|-----------------|------|-------------------|
| No record retrieved. | | | | | | |
| | | | | Sub-Total (SGD) | 0.00 | 0.00 |

▼ Payment of other bills

You may also make payment on other's behalf. Please expand this section and fill in invoice details.

| | | | | | | |
|--|--|--|--|----------------------------|--|------|
| | | | | Total Payment Amount (SGD) | | 0.00 |
|--|--|--|--|----------------------------|--|------|

[Proceed to Pay](#)

Participating Institutions





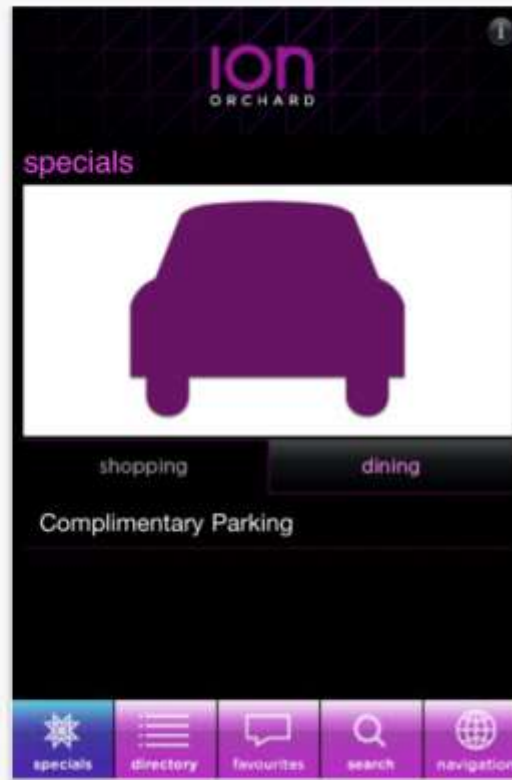
PRIVATE SECTOR >>



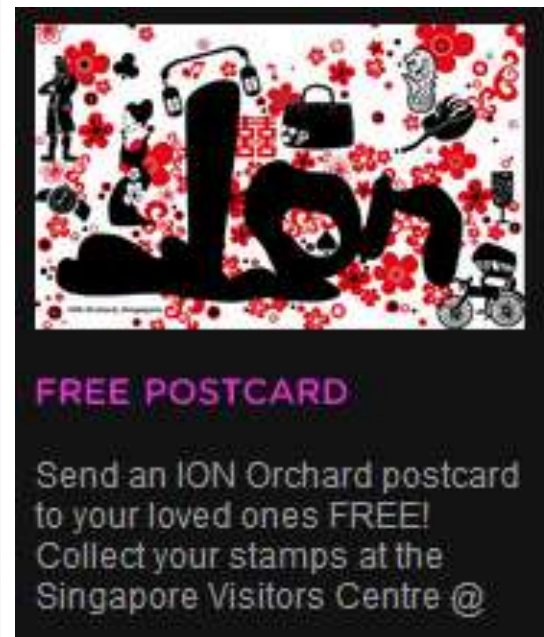
Who got served (Service in Singapore) – Episode 1
<http://www.youtube.com/watch?v=T2GT5YxP6xk>

Case Study

iPhone Screenshots



View In iTunes



<http://www.ionorchard.com>



Case Study

Triumph 

SIMPLE LIGHTING
PRESETS CREATE

UNIQUE MOODS



SHOPPERS LOVE THE MOOD LIGHTING

<http://www.triumph.com>

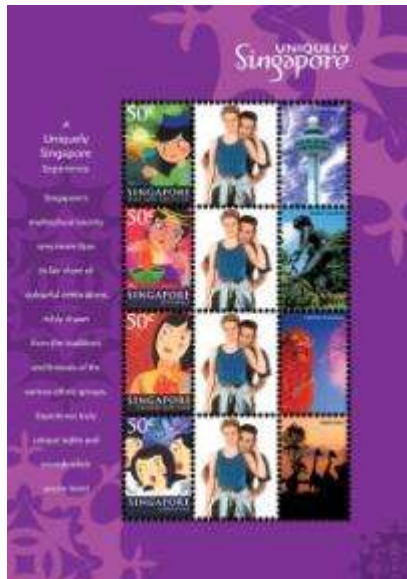
<http://www.lighting.philips.com.sg/projects/triumph.wpd>



Case Study



<http://www.singpost.com>

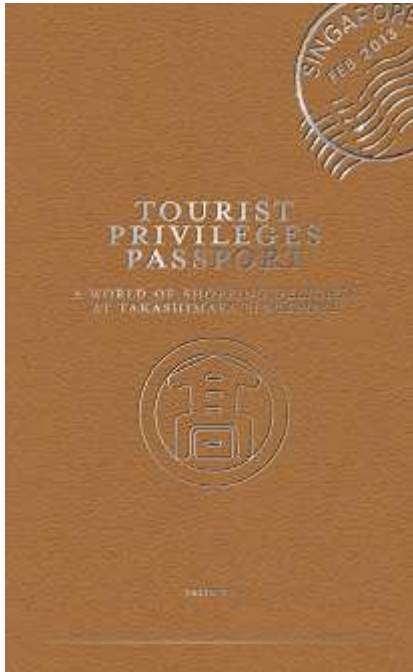


shop@post
where great shopping begins

CLOUT SHOPPE



Case Study



BABY'S CLOTHES AND ACCESSORIES

| Item | Qty | Price Range | Qty | Unit | Remarks |
|--------------------|-----|--------------|-----|------|--|
| Short-Sleeved Vest | 0 | \$2 - \$22 | | | Mark of specification for product, category and size |
| Long-Sleeved Vest | 0 | \$0 - \$22 | | | Mark of specification for product, category and size |
| Short-Sleeved Vest | 0 | \$2 | | | Mark of specification for product, category and size |
| Shorts | 0 | \$2 - \$11 | | | Mark of specification for product, category and size |
| Long Pants | 0 | \$7 - \$21 | | | Mark of specification for product, category and size |
| Bodywear | 0 | \$10 - \$50 | | | Mark of specification for product, category and size |
| Coat/Jacket | 0 | \$20 - \$200 | | | Mark of specification for product, category and size |
| Diaper Cover | 0 | \$0 - \$2 | | | Mark of specification for product, category and size |
| Carriage | 0 | \$20 - \$200 | | | Mark of specification for product, category and size |
| Wig | 0 | \$20 - \$200 | | | Mark of specification for product, category and size |
| Shoes | 0 | \$2 - \$20 | | | Mark of specification for product, category and size |
| Diapers | 0 | \$2 - \$20 | | | Mark of specification for product, category and size |
| Accessories | 0 | \$2 - \$20 | | | Mark of specification for product, category and size |

BABY'S NURSING

| Item | Qty | Unit | Remarks |
|------------------------------------|-----|------|---------|
| Breast-feeding | 0 | | |
| Breast-feeding | 0 | | |
| Tote | 0 | | |
| Milk Powder Container | 0 | | |
| Electric Milk Feed & Bottle Warmer | 0 | | |
| Bottle Sterilizer | 0 | | |
| Bottle Jib | 0 | | |
| Nursery Bag | 0 | | |
| Feeding Bottle Rack | 0 | | |
| Sterilization Set | 0 | | |
| Sterilization Tablet | 0 | | |
| Teaga | 0 | | |
| Bottle Brush | 0 | | |
| Teat Bank | 0 | | |

TAKASHIMAYA

MATERNITY & BABY CHECK-LIST

NAME: _____

ADDRESS: _____

EXPECTED DATE OF DELIVERY: _____

HOSPITAL: _____

DAY OF PURCHASE: _____

NAME OF SALES STAFF: _____



<http://www.takashimaya-sin.com>



Q&A



Diolch

Grazie

Gracias

Arigatō

Tack

Tak



Shukrān

Dík

Danke

Merci

THANK YOU

ありがとう

Dank u

Дякую

謝謝

Mersi

Dziękí

Ευχαριστώ

Takk

Спасибо

Qujanaq

Köszí

Teşekkürler

Asante

Obrigado

Kiitos

감사합니다

Hvala

شكراً

Ďakujem

どうも

