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 iDA  
SINGAPORE

## Infocomm for SME success

# IMPROVE YOUR BUSINESS WITH INFOCOMM

Keep track of your company's resources so you can make the best use of them

AS A COMPANY grows, it often goes through an inevitable phase of having to grapple with issues of managing its resources and ensuring optimal productivity. Large or small, an enterprise will often benefit from leveraging infocomm technology (ICT) as it continues to expand. The scale of ICT adoption will naturally depend on the company's size and resources. ICT adoption is not limited to large corporations.

This is the first in a four-part series, where we explore some of the problems faced by small and medium enterprises (SMEs) in their daily operations, and how ICT can radically improve performance.

**SCENARIO 1** Fluctuating fuel costs and uncertain traffic conditions were affecting Loh Gim Chong Transport. There was no proper way to track its fleet of 20 buses and ensure customer satisfaction.

To solve the problem, owners and brothers Louis Loh and Loh Kian Meng decided to implement a Fleet Visibility Management Solution that had been pre-qualified by the Infocomm Development Authority of Singapore (IDA) under its iSPRINT scheme.

The system allowed buses to be tracked online in the office. This meant that vehicles nearest to a destination could be redirected and deployed more efficiently. Routes were also mapped and planned more effectively, and buses no longer wasted time and fuel driving around in search of the correct locations.

When a bus was delayed, the company could react quickly by either sending out another bus or informing the waiting passengers of the delay. Customers could also go online to check when a bus was arriving, which allowed them to better utilise their time.

The realised benefits of the system include a 30 per cent reduction in fuel costs and much happier customers.

Another benefit was the impact on employee morale. There was more transparency in time accountability because there were no longer any doubts about whether time was spent on the road or stuck in traffic jams, and this led to better employee relations.



From left: Mr Loh Kian Meng and Mr Louis Loh from Loh Gim Chong Transport  
PHOTO BY KOH MUI FONG

**SCENARIO 2** At Lily Florist & Gifts, order forms were handwritten and maintained manually, making it hard to consolidate the accounts or to find information about regular customers.

To get organised, Amy Khor and her sister Sally adopted an accounting and inventory system through IDA's iSPRINT scheme.

After existing records had been keyed into the system to set up the database, details of subsequent purchases, customers' contact details and delivery addresses were entered into the system every time there was a new order. This allowed the owners to easily track daily sales and customer information.

The shop ran more efficiently as less time was spent filling in repetitive forms, and balancing the books monthly was no longer a tedious process. There were also fewer mistakes with deliveries now that it was possible to retrieve customer

data with a few taps on the keyboard instead of having to rely on hard-to-find, illegible pieces of paper.

More importantly, with a record of customers' past orders, it was possible to make recommendations based on their previous buying patterns. The shop now has a new website and regularly updates customers with images of new floral arrangements and other products through email.

As a result of more efficient accounting, organised customer records and online marketing initiatives, the business has seen a 50-per-cent increase in sales.

For small retailers with a modest team of employees, administrative tasks take up time that could be spent on other critical processes.

By using suitable ICT solutions, business owners can increase overall productivity and use the extra time and energy to improve the business in other meaningful ways.

## INNOVATE WITH iSPRINT

Your SME business can now tap on the S\$85.5 million iSPRINT fund under IDA to defray the cost of implementing infocomm solutions to enhance your productivity and competitiveness.

Find out how you can benefit from the iSPRINT grant today! Call 6211 1212 or visit [www.ida.gov.sg](http://www.ida.gov.sg) for details.

## WATCH PROJECT-i

These case studies were also featured in *Project-i*, which airs on MediaCorp TV Channel 8 at 10.30pm every Monday until Dec 5. Tune in to the series and find out how other SMEs have used ICT effectively to sharpen their business edge.