

BreadTalk app wins accolades

By LIVIA YAP

SOMETIMES, a tiny change can have a large impact.

A small increase in convenience can also lead to big returns in customer satisfaction.

This is what BreadTalk learnt when the company launched its mobile application last year.

The homegrown chain of bakeries introduced the application on the Apple iTunes store in September 2012 to let customers shop on the go.

According to BreadTalk, this has helped them reduce in-store shopping time by approximately 33 per cent, and has increased "customer compliments" by 75 per cent.

This project was supported by the Customer-Centric Initiative (CCI) that aims to help even more enterprises here, especially small and medium enterprises (SMEs), streamline their work processes and leverage on new technology.

Jointly set up by Spring Singapore, National Trades Union Congress (NTUC), Singapore Workforce Development Agency (WDA), Singapore Tourism Board (STB) and Institute of Service Excellence at SMU (ISES), the CCI is part of the Go-the-Extra-Mile for Service (Gems) Up movement to transform Singapore's service quality in various sectors.

Speaking at the BreadTalk Group Ltd's Service Excellence Learning Journey yesterday, Mr Lim Swee Say (Minister, Prime Minister's Office) encouraged SMEs to take advantage of



Clean and green: Mr Lim being shown the vegetable washing machine at Din Tai Fung's central kitchen. The Minister said SMEs should use government funding to increase productivity amid the tight labour market.

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"Success never happens by chance," he said, "Don't wait until you are big and successful to do the right things."

He implored SMEs to start with small "right" steps such as creating a strong leadership foundation, being more customer-centric and making job

scopes easier and more efficient.

The results of the CCI impact study within the F&B and retail sectors were revealed yesterday.

Commissioned by Spring in 2012, the study involved surveying more than 100 companies for quantitative data and a selected 30 for qualitative interviews.

Out of 30 companies interviewed, 90 per cent said that leadership is a key suc-

cess factor for them, while 73 per cent agreed that an employee-centric culture is important. Most also supported the view that technology investment increases a company's productivity.

In addition, 35 F&B companies that have embarked on CCI projects have also reported a 23 per cent average increase in customer satisfaction levels.

They revealed that they

have experienced a 35 per cent average increase in revenue growth, which translates to a 17 per cent average increase in remuneration per employee.

One of BreadTalk's restaurant concepts, Din Tai Fung, also demonstrated how its larger central kitchen at the corporate headquarters can undertake certain food preparation with less manpower in individual outlets: