CENTRAL PROVIDENT FUND BOARD

E-Service Experience

Mr Goh Teck Soon

Director

(Infocomm Technology Services)

6 March 2003

CPF e-Service Channels

CPF PAL-Internet 1997
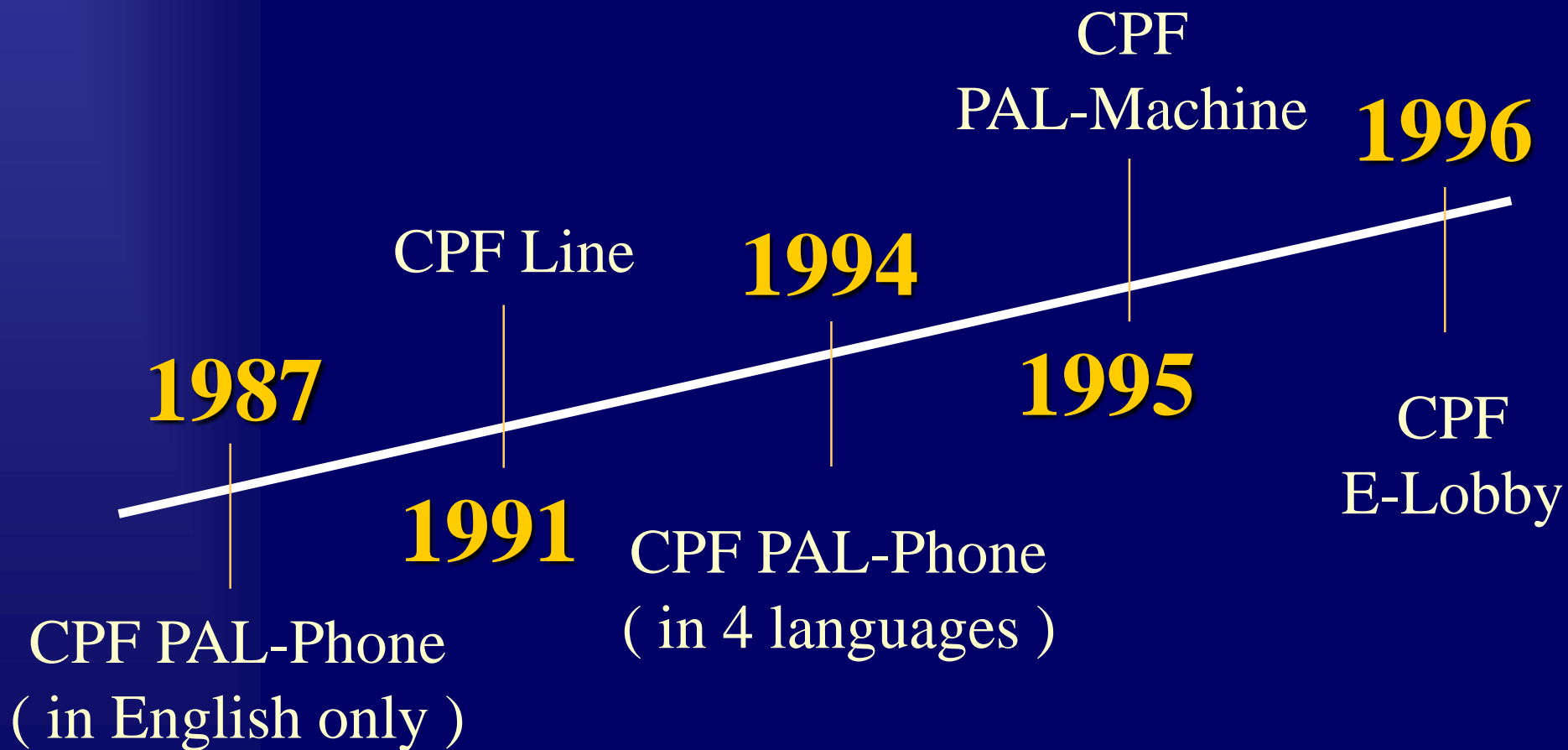
CPF PAL-Phone 1987

CPF e-Customer Counter 1999

CPF E-Services History

CPF
PAL-Machine

1996

CPF Line

1994

1987

1995

1991

CPF
E-Lobby

CPF PAL-Phone
(in 4 languages)

CPF PAL-Phone
(in English only)

Continue…...

CPF E-Services History

New CPF PAL-Phone
- Fax-a-statement
- Express PAL

1997

Enquiry of CPF statements
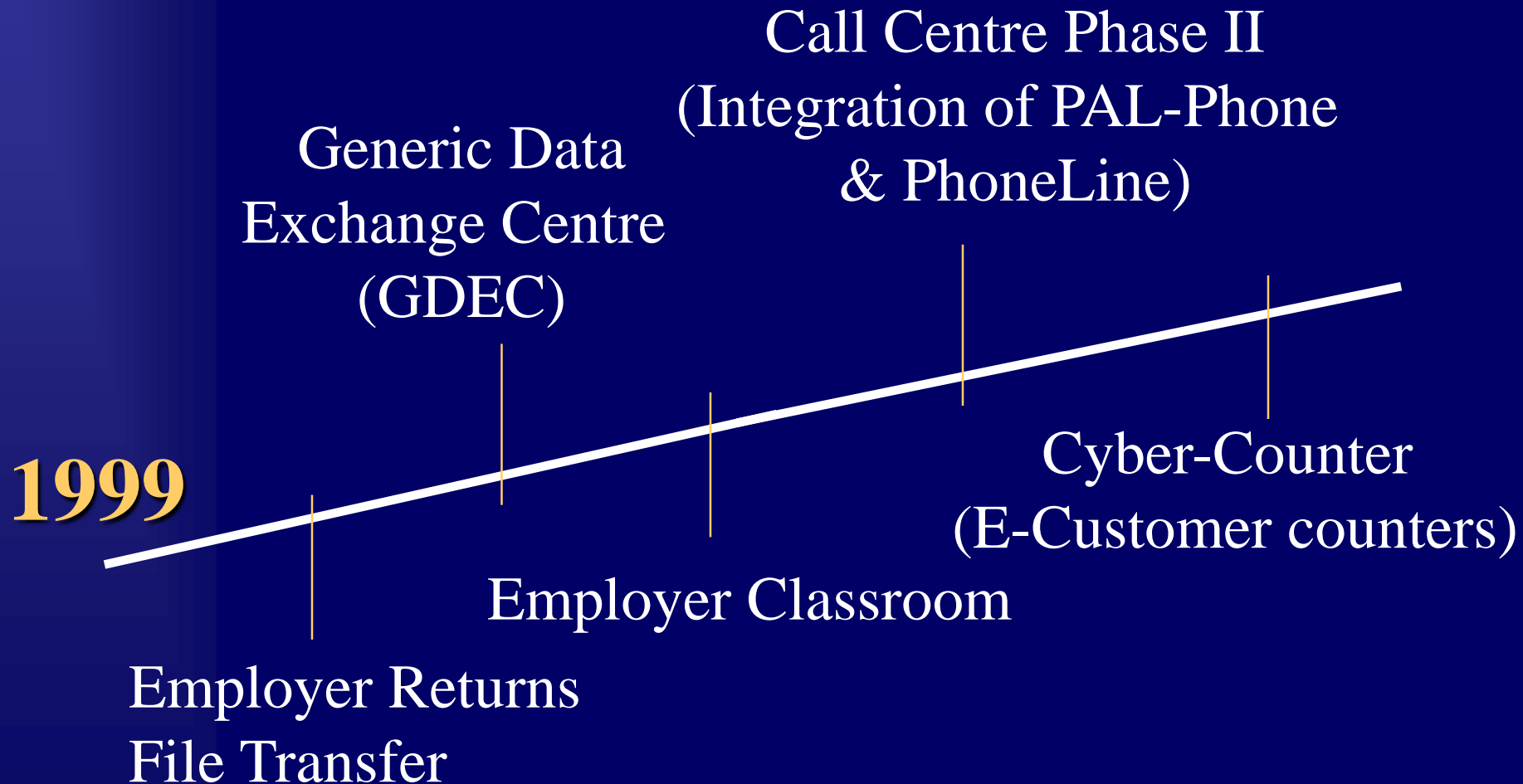through PAL-Internet

CPF Website

CPF E-Services History

Call Centre
Phase I

Electronic Fund
Transfer

1998

Online
PAL PIN Change

PAL-Internet
Employer Returns

Continue…...

CPF E-Services History

Call Centre Phase II
(Integration of PAL-Phone
& PhoneLine)

Generic Data
Exchange Centre
(GDEC)

1999

Cyber-Counter
(E-Customer counters)

Employer Classroom

Employer Returns
File Transfer

Continue…...

CPF E-Services History

Online
Training
Modules

CPF E-Payment

2000

CPF Web-Linkup
Service

23 x 7
PAL Service

Online CPF
Half-Yearly
Statement Of Account

CPF E-Services History

PAL PIN Reset at CDC / CC

Monthly Statement of Account

2001

24 x 7 PAL Service

Online Feedback On Short / Non-Payment

CPF E-Application Service Phase I

CPF E-Services History

SingPass
(National PIN)

E-Communication
Phase I – eAlert Service

2002

CPF E-Application
Service Phase II

CPF Savings
ProjEctor

E-Communication
Phase II – Opt Out of
Hardcopy SOA

CPF e-Service Vision

Our customers can perform all CPF transactions electronically, anywhere and at anytime, without having to visit the Board's office or use hardcopy forms/mails.

Any CPF Service Anytime Anywhere

CPF e-Service Strategies

- Make available all transactions online
- Integrate frontend with backend systems
- Explore all useful channels
- Train staff on necessary skill sets
- Provide staff with necessary facilities to support customers' online transactions
- Linkup with business partners
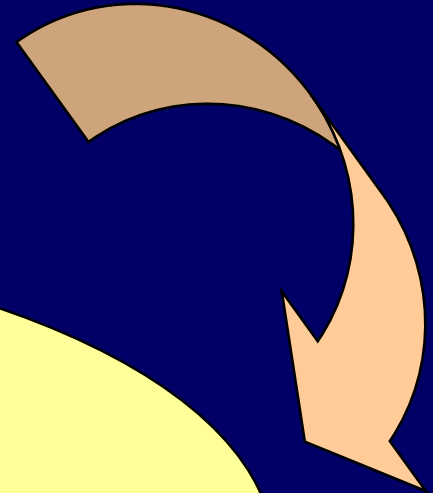
Impact Of CPF e-Service On CPF Customers

- Greater accessibility of CPF services
- One-stop convenience
- Non-stop service
- Timely and accurate information
- Quick response time

Implementation PDCA Cycle

Plan

- Vision
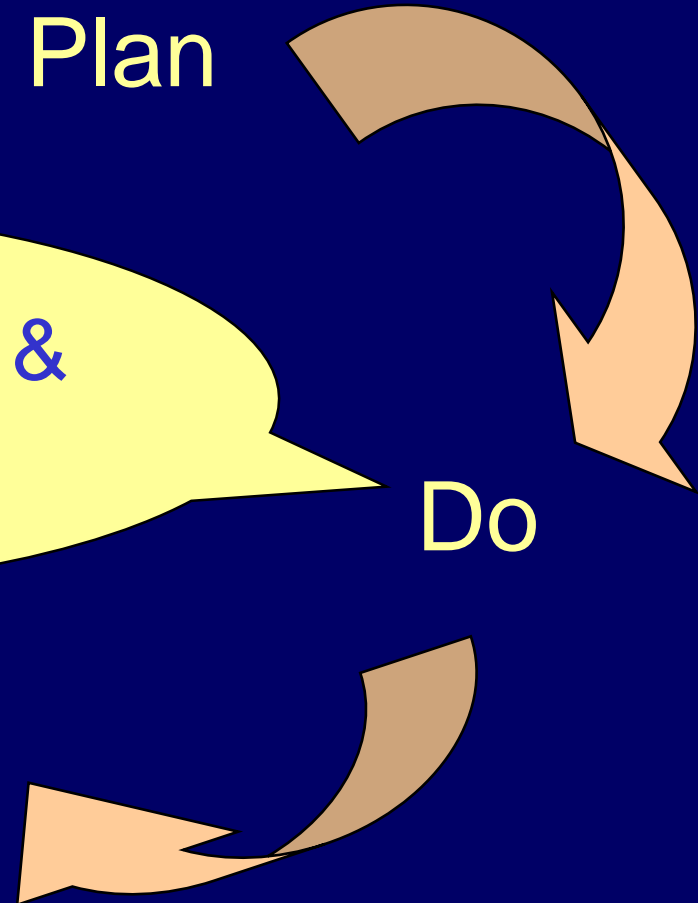- Implementation plan & strategies
- Public communication plan

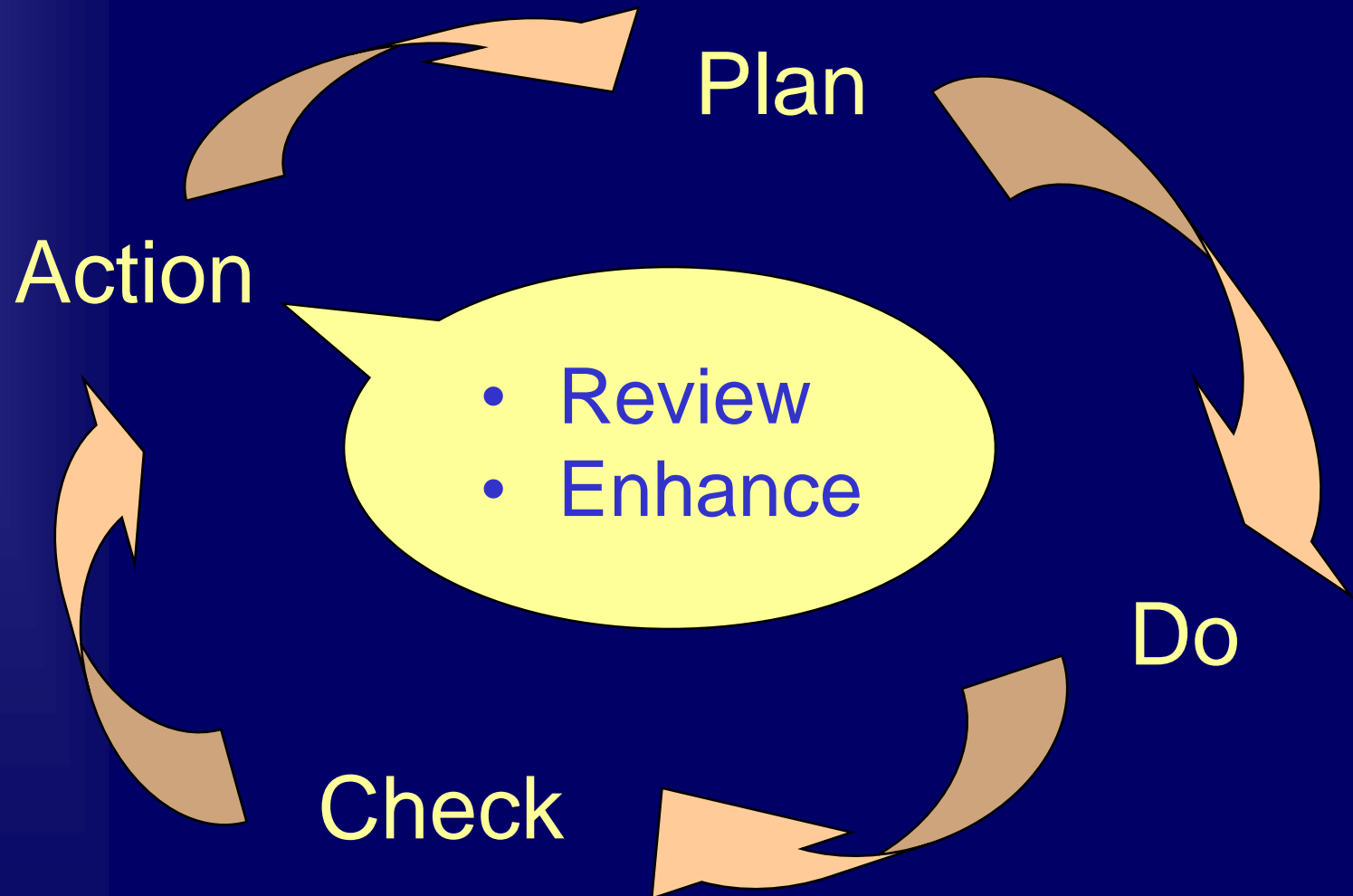# *Implementation PDCA Cycle*

Plan

Do

- Design, develop & implement

Implementation PDCA Cycle

Plan

Do

Check

- Check results
- Gather customer feedback

Implementation PDCA Cycle

Plan

Action

- Review
- Enhance

Do

Check

8 Key Success Factors

1. Have a sound vision and passion
2. Put in place a structured implementation & review process
3. Begin with simple systems
4. Exploit latest infocomm technology
5. Leverage on business partners' resources
6. Listen to customers
7. Communicate clearly and comprehensively to customers
8. Build & market brand name & image

Customers Expectations

" Consumer electronics makers, media companies, and marketers better be ready in 2003. Armed with new technologies and tools, consumers will demand more of the content and entertainment they want -- when, how, and where they want it. "

- Quote from Forrester prediction
" 2003 : The Year of Consumer Control "

Challenges

- **Internal**
  - How to be as efficient as possible?
  - Staff embracing e-services?

- **External**
  - How to meet customer's increasing expectations?

Overcoming Challenges

Information 10-Year Plan

- **Yearly review**

Conclusion

- Focused vision and a strong organizational support is vital

- Start simple, learn and evolve fast

- Be prepared to change plan
  - change is a constant

- All in place?
  - infrastructure, helpdesk, manpower etc.

- Be a customer yourself !

Thank You