ASSA Recognition Award

CATEGORY	:	Information Technology Award
ORGANISATION	:	Central Provident Fund Board (CPFB), Singapore
CONTACT PERSON	:	Name: Wong Koon Yin Contact Number : +65 62022564
NAME OF PROJECT	:	*mycpf* Mobile App
OBJECTIVE AND NATURE OF PROJECT	:	To help more CPF members access their CPF information conveniently through their mobile devices
WHY IT SHOULD BE RECOGNISED	:	The *mycpf* mobile app is part of the CPF Board's efforts to utilise Information Technology to improve the transaction experience for our members. This was done through the adoption of technologies such as biometric login which not only allows members to access their CPF information anytime, anywhere via their mobile devices, but also provides a greater level of security for members when using the app. By tapping on the power of technology, the revamped app also allows CPF members to better understand their CPF information through personalised data visualisation. The *mycpf* app has been well received by CPF members. Members who have used the app found the navigation smooth and simple, with a user-friendly interface. On the international front, the *mycpf* mobile app also won the Best use of UX and UI design award at the 2018 GovInsider Innovation Awards.
SUMMARY OF THE PROJECT	:	The redesigned *mycpf* mobile app is part of the CPF Board's journey to help CPF members plan for their retirement in a digital world. Adopting a user-centric principle as the foundation of the redesign, the *mycpf* mobile app provides users with easy access to personalised CPF information and account details on the go. It also allows them to perform frequently-used transactions like Retirement Sum Top-Ups and calculation of CPF contributions payable in a quicker and more efficient way.

| | | The mobile app was an overwhelming success after the redesign:

 - We saw more than 100% increase in usage compared to the old application
 - We achieved a massive surge of 137% in ratings across both Apple app store and Google play store (from an average of 1.9 to 4.5 out of 5) |