

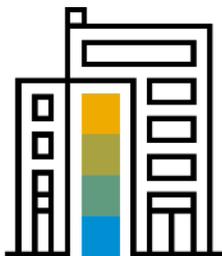
# BEST RUN AWARDS FOR SEA

MAKING THE WORLD RUN BETTER  
**2021**

## Far East Organization

oneFarEastApp





## Company Information

<b>Headquarter</b>	Singapore
<b>Industry</b>	Real Estate
<b>Website</b>	<a href="https://www.fareast.com.sg/">https://www.fareast.com.sg/</a>



As the largest private property developer in Singapore, Far East Organization has earned a reputation as a creator of enriching customer experiences through innovating and functional spaces.

Established in 1960s, the company has played a pivotal role in Singapore's urban transformation throughout the years, and continue to do so today. With 780 developments ranging from residential, hospitality, retail, commercial and industrial sectors, including 55,000 private homes, Far East Organization's impact to Singapore's urban landscape is far-reaching.

Aside from private properties, Far East Organization has ventured into other businesses with listed entities under its wing, including Far East Orchard Limited, Yeo Hiap Seng Limited, and Far East Hospitality Trust. Launched in 2012, Far East Hospitality Trust is the first and only Singapore-focused hotel and serviced residence hospitality trust listed on the Singapore Exchange Securities Trading Limited (SGX-ST) and is also Singapore's largest diversified hospitality portfolio by asset value.

Far East Orchard is also prominent in the hospitality and property group and operates as a listed company with established hospitality partnerships with The Straits Trading Company and Toga Group, Australia, with a global portfolio of over 90 properties with more than 14,000 rooms across seven countries.

Far East Organization has also attained international recognition in the real estate space, a winner of the 12 FIABCI World Prix d'Excellence awards, the highest honour of achievement in the industry.

## Far East Organization

## The X Factor

### Challenge

A survey conducted with our customers revealed gaps that were present in managing communication, requests and feedback from our customers, including property tenants and buyers. This insight led us to embark on a project to build a structured communication platform to improve the customer journey.

### Solution

With the help of SAP, a one-stop digital platform was built, accessible by both mobile app and web that not only enhanced customers communication, but also allowed easier collaboration amongst all teams within one platform. Leveraging on SAP HANA Enterprise Cloud (HEC) , SAP Cloud for Customers (C4C) and SAP Business Technology Platform (BTP), we managed to create a hub that could facilitate documentation of records, manage account-related tasks for customers, and facilitate integration with financial institutions.

### Outcome

- Improve clarity, accuracy and timeliness in tenant and buyer communications.
- Improve customer relationship through open communication and greater transparency on a single platform.
- Ability to attend to customers' needs and requests in a timely, efficient and systematic manner.

Improved customer satisfaction across **5** areas related to leasing operations.

Improved customer satisfaction across **2** areas related to finance operations.

Productivity improvement of more than **800** man-hours per month.



# Business Challenge and Objectives

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We live in the digital age. With the high penetration of mobile devices, consumers expect to be able to contact and interact with FEO whenever and however they want. True convenience, in a digital landscape, means that information and services are available at their fingertips.

Improving overall customer experience is important in strengthening our relationship with customers. We endeavour to provide timely support and customer-centric solutions during the purchase, residency or tenancy so that the brand continuously exceeds customer expectations and builds loyalty.

From the recent customer engagement index surveys, the various business units and support functions acknowledged that there are areas for improvement in communicating issues and managing requests/ feedback from our customers (tenants and buyers). All parties are keen to explore a structured communication platform to improve interactions with their customers along the customer journey. Operationally, a single platform enables greater collaboration amongst all teams, providing one central location for messaging, service requests, finance transactions and document storage.

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oneFarEast project is a cross-functional initiative within FEO to develop a shared and integrated platform for the Business Units (e.g. property sales and leasing, retail) and Support Divisions (e.g. finance, engineering), who would otherwise have to embark on separate IT projects that address similar concerns. The platform would also allow FEO to automate manual workflows so that our staff can focus more on the needs of the customers.

The app aims to deliver the following business outcomes:

- i. Provide quick, convenient & accurate information to the customers, including invoices, financial statements, check-in compendium, inventory lists, circulars and marketing flyers etc.
- ii. Achieve new level of transparency and to build trust with customers by providing good customer care and communication through easy access to essential business documents and proper records of requests/ feedback and how these are followed up. Any gaps in service level can be quickly addressed to avoid escalation of dissatisfaction into complaints at a later stage.
- iii. Automation of manual tasks and introduction of self-service options to allow customer facing staff to spend more time on high value activities.
- iv. Enable data to be collected and analysed for customer interactions which includes regular feedback on service delivery. This allows businesses to refine their service level targets at multiple touchpoints and to improve CEI scores.
- v. Ability to facilitate upselling and cross-selling opportunities by expanding platform to include other Business Units/ Support Divisions e.g. offer laundry/ storage services to residential tenants or property buyers in the future.



# Benefits & Outcomes

## BUSINESS / SOCIAL

- Improved clarity, accuracy and timeliness in tenant and buyer communications during tenancy and residency, including pre-TOP.
- Introduction of new channel for business to engage with customers via the use of marketing bulletins and invitation to events features.
- Improved customers relationship and customer satisfaction through open communication and greater transparency on a single platform.
- Customers' needs and requests were addressed in a timely, efficient and systematic manner.
- Greater customer insights to support future improvements to products and services.

## IT

- Ease of integrating with external systems and multiple internal system through the use of API management.
- Enhanced security infrastructure to protect sensitive customer data.
- Improved access control and user permission with traceability and controls.

## HUMAN EMPOWERMENT

- Greater flexibility and convenience to the customers.
- Productivity savings through the introduction of self-service functions such as retrieval of tenancy agreements, retrieval of statement of accounts, payment for rental and booking of facilities etc.
- Routing engine that allows requests and feedback submitted by customers to be routed to the relevant departments for follow-up in a systematic and timely manner.



# Project / Use Case Details

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The oneFarEast app project commenced in late 2020 and a multi-phased approach was adopted for implementation.

## Stage 1

The project team worked with all the business units and support functions to map out the processes and the common functionalities required. Challenges and gaps were identified, along with a high-level alignment on the scope to be covered as well as the to-be processes. Thereafter, a UX/UI exercise was conducted, where UX methodologies, including focus groups, persona building and journey mapping, were adopted to fully grasp the customers' needs and behaviour and to crystallise the desired user experience. Thereafter, the target user experience was brought to life through multiple rounds of user interface design and validated through testing of prototypes with selected group of customers.

## Stage 2

The development stage, the approach was to:

- Leverage existing systems where appropriate to address the desired functionalities. This approach allows us to lower implementation costs by avoiding the effort to redevelop existing functions and to migrate existing data to a new system. In addition, it will minimise disruptions to operational staff as they can largely continue to use the systems that they are familiar with instead of being tasked with adapting to a new system. To that end, both SAP HEC and C4C were further customised to support the desired features, such as to enable the use of PayNow to pay for rental.
- Leverage existing application development platforms and infrastructure for new functionalities. This approach allows our in-house team to have the capability to support and enhance the app and ensures that the customer data is secured within the infrastructure controlled by FEO. To that end, SAP BTP was used to create and manage the new APIs and to integrate the various systems to allow the customers to have access to all the functions within a single app.

**Release 1** was completed after about 8 months of intensive work, which included the use of agile methodology to iteratively develop the features; extensive user acceptance tests to ensure the end product meets the desired user experience; extensive vulnerability assessment and penetration tests to ensure that the app is secure, and the customers' data is protected. The app will be progressively rolled out to residential leasing and business space leasing customers while the development of Release 2 is underway, which will cover property buyers.

# Additional Information

Marketing Video:

[https://www.youtube.com/watch?v=cct4IBUA\\_TM](https://www.youtube.com/watch?v=cct4IBUA_TM)

Invitation email & quick start guide:

**Welcome to the oneFarEast Mobile App**

Download the oneFarEast Mobile App on your smartphone.

Download on the App Store | GET IT ON Google Play

Scan the QR Code to download the oneFarEast Mobile App now.

**Key Features**

- Stay Updated** on your lease, events and happenings.
- Convenient Payment** with ease via PayNow\*.
- Book an Appointment** to check in and out of your unit.
- Manage your Property Account** at your convenience.
- Raise a Service Request** for any support you require.

\*Payment via PayNow is only applicable for selected leases. For the web portal, please visit [www.onefareast.com.sg](http://www.onefareast.com.sg)

**Your Guide to the oneFarEast App**

Stay updated on your lease, upcoming events and happenings. Make appointments and payments with ease. Raise and manage service requests at your convenience.

**Book An Appointment**  
Make appointments for various steps (Check In, Pre-Check Out and Check Out) of your tenancy journey effortlessly.

**Convenient Payment via PayNow\***  
Integrated with PayNow\* for your convenience, you can settle any invoices promptly and on time in a few taps.  
\*Payment via PayNow is only applicable for selected leases.

**Create Service Requests**  
Raise maintenance, defects or other issues with regards to your unit and stay updated with the rectification progress every step of the way.

**Submit Application Forms**  
Submit your application form and track the progress of your application with ease. Let's save trees by using less paper!

**Book Facilities\***  
Check the availability of facilities at real-time, and book with ease via the app.  
\*Applicable to properties managed by Far East Organization and selected properties only.

**Manage your Property Account**  
Manage your profile and create users who can access the oneFarEast app with customised permissions to various functionalities for your unit.

For the web portal, please visit [www.onefareast.com.sg](http://www.onefareast.com.sg)