

Si2i Ltd

(SGX listed

Re-enforcing a SERVICE culture

(Name change proposal to SEVAK ltd)

30th April 2018





“Information to Innovation”

2018- Re-enforcing a Service Oriented Culture

Definition of “SERVICE” – as per Wikipedia

General

A business that does work for a customer, and occasionally provides goods, but is not involved in manufacturing.

An industry made up of companies that primarily earn revenue through providing intangible products and services.

Technologies

Technology services are, services that involve technology. These include information technology, or IT services, such as technical support, professional services, projects, computer networking, systems administration, and other services. Common Internet services, such as Web hosting, e-mail, and social networking websites also fall under the scope of technology services.



Meaning/Definition of - SEVAK

“SEVAK is an ancient word (active noun) depicting SERVICE delivery”.

It connotes full commitment, adherence and orderly compliance to services committed.

In a corporate context SEVAK connotes delivery, adherence and orderly compliance on agreed services by the company or employee to all stakeholders ; the stake holders being - Customers, Shareholders and Employees.”



Definition of - **SEVAK**

SEVAK is also used an acronym for a internally developed EV software which is already being used in the company, through a SW product launched for its Electric Vehicles business for B2B fleet management services and EV scheduling in the year 2017.

“**S.E.V.A.K**”. is the acronym for :

“ **S**ingapore **E**lectric **V**ehicles **A**dvanced **K**eylogger”.

The word keylogger is a data logging and monitoring technology which will be used for IoT (Internet Of Things) technology as it evolves.



SEVAK - 5 key Benefits /Value of Service Excellence given to Stakeholders

1. Service oriented Branding

Customers often talk about their experience when dealing with businesses, especially if it's unusually good or poor. Delivering strong customer service we increase revenue and incremental mouth to mouth additional advertising at no cost.

2. Customer Retention/Repeat Business

Repeat sales are not accidental, instead, they occur due to a relationship that is developed over time through providing superior customer service

SEVAK -5 key Benefits /Value of Service Excellence given to Stakeholders

3. Creating a “Niche”

Providing excellent customer service can set us apart from our competitors, creating a sense of uniqueness about our business

4. Increased Revenue and Margin

As long as your other critical business factors are stable, better customer service will just about always lead to repeat/increased revenue

5. Team Cohesion/ Better Moral

By stressing a customer focused attitude throughout your organization, our employees will have a clear understanding of the high standards associated with their performance and their obligations to customers and each other. It creates much less confusion and instils an all for one and one for all attitude among team players in all departments.

SEVAK - 5 parameters which will define a “SERVICE Culture”

1. Plan and Focus – each employee has to believe

A company has to have good business plans which should be "well thought out and well executed".

2. Attitude and Ethics - each employee is an ambassador

For a successful service business, a company needs good attitudes in order to work well with others. without good attitude it will be difficult to motivate people.

3. Proactive Problem Solving - each transaction is a Moment of Truth

Should spend time trying to determine what are the issues before they become problems.

4. Robust Processes, Procedures / Systems - follow process

Processes, procedures and standards explain how a business should operate. Formalised processes and procedures for a business can save time and money by increasing efficiency.

5. Ongoing Training and Assessment - continuous skills development

Training is a characteristic of an efficient service company because technology keeps changing and new service methods are continually developed. If an assessment uncovers a weak area, businesses need to address it through revising their methods.

Thank You