

For Immediate Release

SingPost Receives Singapore Service Star Award
Garnering a score of 86 points - above Retail industry average of 76



Mr Loh Choo Beng, SingPost's Executive Vice President (Retail & Financial Services) with Branch Manager of Singapore Post Centre Post Office, Mdm Koh Lim Chew putting up the first Singapore Service Star sticker

Singapore, 19 January 2010 – Singapore Post (SingPost) today received the Singapore Tourism Board's (STB) Singapore Service Star, endorsing the high level of customer service provided by its Customer Service Officers (CSOs) at 62 post offices.

The Singapore Service Star, developed by STB, seeks to recognise businesses which have consistently delivered good service, serving as a mark of quality service for customers. It is designed to instil greater confidence in tourists and customers by providing them with great shopping, dining and leisure experiences.

SingPost is the first hybrid winner for the provision of both products and service. It has garnered a score of 86 points, which is above the retail industry average of 76.

Mr Loh Choo Beng, Executive Vice President (Retail & Financial Services) said, "Today, customers expect nothing less than prompt and friendly service, as they are used to having many choices. This encourages us to interact with our customers in a way that suits their lifestyle - providing a wide and comprehensive range of products and services as well as making it easier and convenient for customers to transact with us. This independent recognition by STB endorses what we have always strived for - upholding service excellence."

To receive the Singapore Service Star, retail establishments are evaluated on eight key components - Customer Reception, Customer On-Board, Customer Management, Customer Service Attitude, Customer Departure, Customer Experience, Staff Appearance and Physical Condition - through site visits by STB.

SingPost invests in training to bring out the best in our CSOs. All CSOs attend regular training courses. The core training programme for the year is Provide GEMS (Go-the-Extra-Mile) service where CSOs are equipped to meet the demanding challenges of today's customers. GEMS focuses on four aspects - service leadership, service capability, service mindset and service in the workplace.

To encourage staff to maintain high level of service, various staff awards, recognition and incentive programmes are put in place. Last year, the number of commendation award winners increased from 396 to 425. At the national level, 59 SingPost staff were honoured at the Excellent Service Awards 2009 by SPRING Singapore for rendering excellent service to customers.

Ms Maggie Koh Mui Keng SingPost's Outstanding Employee of the Year 2009 and EXSA Superstar Award 2009 Finalist said, "I joined SingPost 33 years ago as a Customer Service Officer and have never looked back since. Customer service has its fair share of challenges but the satisfaction derived from working through the issues and helping the customers is all worth the while. SingPost's strong belief in service excellence further strengthens my conviction, as it provides a conducive and progressive workplace for me to pursue my passion."

One of our customers, Ms Chang E.F wrote in to commend on the excellent service provided by our CSO at Bukit Batok Post Office, Mageswari d/o Gurusamy Naidu. She said, "In addition to being helpful and pro-active, I noticed that Ms Mageswari is always cheerful and courteous to all the customers she served. I witnessed this not just yesterday, but also today, when I returned to the P.O. to collect my receipt. There should be more postal employees like her."

Ms Mageswari, who has been with SingPost for 32 years and is also SingPost's Best Employee of the Year 2008 (Retail) said, "People help me grow and offer me so many opportunities like this job that I love. Customers appreciate that we deliver personalised service and have the expertise to understand and anticipate their needs. I always strive to exceed their expectation and to never let a customer leave unsatisfied!"

SingPost is consistently recognised for its high service standards and has received a number of prestigious accolades. SingPost is one of only several postal operators in the world that consistently achieves a Quality of Service standard of 98% or better for next day delivery. It won the prestigious World Mail Award for Quality category in 2007. SingPost is the only company in the world to win the EMS Cooperative Certification Gold Level Award by the Universal Postal Union (UPU) for its Speedpost Worldwide courier service for eight consecutive years since 2001. It also received the 2008 EMS Customer Care Award (Medium category) from the UPU. In a recent survey conducted by the Singapore Management University, SingPost topped the courier and postal services sub-sector and was the only one to improve its score in the Customer Satisfaction Index of Singapore (CSISG) 2009.

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About Singapore Post Limited
(Reg. No. 199201623M)

SingPost, the designated Public Postal Licensee for Singapore, offers reliable and high quality domestic and international postal services as well as end-to-end mail solutions including data printing, letter-shopping, delivery and mailroom management. It is also the leading logistics provider in the domestic market, with global service offerings to more than 220 territories/countries. SingPost has earned the honour of being the only postal company to have won the EMS Cooperative Certification Gold Level Award by the Universal Postal Union (UPU) for its *Speedpost* Worldwide service for eight consecutive years since 2001. As the owner of one of the largest retail distribution networks through its tri-channel platform of post offices, Self-service Automated Machines (SAM) and vPOST, its internet portal, SingPost provides convenience to its customers for a wide range of products and services, including agency, postal and financial services. SingPost's regional footprint spans 10 countries/territories in Asia Pacific where it offers cross-border mail services.

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