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# Service with a smile: Singapore gets serious about its customer service

Government pumps in S\$84 million, while the Singapore Experience Awards call for nominations

13 July, 2011



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That's what Singapore is dedicating to boost its service excellence efforts over the next five years.

According to a report by [Today](#), the funds will be dispensed in the form of grants to assist companies to embark on Customer-Centric Initiative (CCI) projects and to train their service staff.

The scheme will be focused on Small and Medium Enterprises (SMEs), in particular the retail and food and beverage sectors.

"We've been trying to promote greater public awareness regarding the service sector as a career, as well as knowing the kind of professionalism that we're injecting in this sector," said Minister Lim Swee Say.

"Hopefully over time, our public will appreciate more the service industry and show them a kind of mutual respect."

Instead of waiting five years for results to bear fruit, members of the public can show their appreciation by nominating outstanding service professionals for the Singapore Experience Awards.

Now into its third year, the [Singapore Experience Awards](#) has a Customer Service category; members of the public are invited to nominate customer service individuals in seven sectors: Hotel, Retail, Tour Guiding, Transport (taxi), Food and Beverage, Nightspot and Visitor Attraction.

Nominations close July 14, so log onto [www.singaporeexperience.com/nominates.html](http://www.singaporeexperience.com/nominates.html).



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