



CITY DEVELOPMENTS LIMITED

CDL Customer Centre Relocated to Make Way for Established Player in Travel Industry

November 17, 2003

An established player from the travel industry will be making its new home in the heart of CBD, at CDL's City House on Robinson Road. Making way for them is CDL's Customer Centre (CCC), which is CDL's one stop centre for marketing and customer service.

"The prime space occupied by the CDL Customer Centre has attracted strong interest from prospects. Ananda Travel's decision to take up the space is another positive indication of the recovery of the retail rental market as well as the rebound of the travel industry," says Mr Chia Ngiang Hong, CDL's Group General Manager. "It makes business sense for us to capitalise on the improved retail sentiments to yield rental from the prime space at City House," he explained.

CDL's Customer Centre, a pioneering customer service initiative amongst private developers, will be relocated to the 20th floor of City House and continue to serve customers from there. Mr Chia added, "Since June 2001, our customers have become familiar with the services provided by the CDL Customer Centre, especially our one-stop hotline which they can call for any assistance and enquiries."

CDL's Customer Centre is run on a Customer Relationship Management (CRM) model. In April 2003, CDL was conferred the Building and Construction Authority (BCA) Best Practice Award for its pioneering efforts in harnessing IT for a comprehensive customer relationship management initiative.

Customers can visit the relocated CDL Customer Centre at 36 Robinson Road, #20-00 City House, Singapore 068877. The customer hotline number remains unchanged at 6877-1818.

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