



CDL Launches first Integrated Customer & Call Centre

June 4, 2001

City Developments Limited opens the CDL Customer Centre, a pioneering customer-centric initiative in the property industry, at the ground floor of City House today. Based on the Customer Relationship Management (CRM) concept & application, this one-stop service and information hub in the heart of the city is set up to better serve CDL's valued customers and meet their real estate needs. This is part of the group's continuing efforts to set new service standards in the property sector.

Benefits to customers are boundless. Within the Customer Centre is a state-of-the-art Call Centre supported by the advanced SAP system and CRM software solutions. It is a single contact point for potential customers as well as purchasers who wish to find out more about the property they've bought, such as construction progress, payment status, hand-over etc. They can enjoy quick and easy access to pre-sales, sales and post-sales information by calling our Call Centre Hotline - 877 1818.

Buyers and tenants save time and effort as they can now view and select from a whole range of latest properties that CDL offers via the user-friendly and hi-tech interactive marketing console in the Hot Properties Section. They can short-list what interests them before visiting the show-flats on site.

They can experience high-tech living and check out the latest home features such as integrated lifestyle automation systems, Internet-enabled home appliances, innovative home products and IT equipment. The Centre also provides a wealth of corporate & property information.

Mr Kwek Leng Joo, Managing Director of CDL, commented, "The traditional product-focused strategy will not suffice in today's competitive property industry. Customers' expectations have gone beyond product excellence. Customer-driven strategy has been proven effective in other industries and we believe that CRM solutions can be successfully applied in the property business. Many fellow developers will probably soon see the strategic importance of service excellence. Indeed, this Centre marks a new milestone in the real estate industry."

Elaborating on how this new strategic direction will complement marketing effort, he said, "CDL is a recognised name and we are glad to have a strong customer base. Through this dedicated customer care program, we will further reinforce our branding, differentiate our deliverables from those of our competitors and strengthen the ties with existing customers."

To forge strong and lasting relationships with its customers, CDL will be introducing a Customer Loyalty Programme for homebuyers and tenants. Under this Programme, the Centre will plan and organise various activities for its customers.

The CDL Customer Centre opens from 9 am to 6 pm on weekdays and 9 am to 1 pm on Saturdays.