



CDL Wins Best Practice Award for CRM Initiative

April 29, 2003

As the first private developer to introduce Customer Relationship Management, CDL has been conferred with a Construction 21 Best Practice Award by the Building and Construction Authority (BCA) in the 'Improving Industry Practices & Techniques' category.

In addition, CDL's The Equatorial i-Home condominium project also picked up awards for Construction Excellence and Best Buildable Design, while Faber Crest received a Certificate of Merit for Construction Excellence. The recognitions will be handed out at an industry award presentation ceremony today, 29 April 2003 at the Suntec Singapore International Exhibition and Convention Centre.

CRM USED TO ENHANCE PRODUCT EXCELLENCE

CDL's submission for the C21 Best Practice Award, entitled "Harnessing IT for a Comprehensive Customer Relationship Management Initiative" focused on CDL's foresight in recognising the importance of service excellence to enhance product excellence through the use of technology. CRM was thus introduced into an already service-oriented culture to empower staff to deliver excellent service quality.

Supported by the SAP software, the system enables data to be shared among sales, customer service, project and property management managers, providing them with complete and up-to-date records of customers' profiles and needs. Customer satisfaction levels and defects are also monitored and such information is used to improve future projects.

CDL CUSTOMER CENTRE

Serving as a physical platform for CDL to implement its customer-centric strategy, the company launched its CDL Customer Centre (CCC) in the heart of the city two years ago. A one-stop service-cum-information hub showcasing the corporate profile, property portfolio, latest launches and innovative home features, the CCC also houses a state-of-the-art Call Centre, which provides effective communication between customers and all operating departments within the organisation.

Says Ms Foo Chui Mui, Senior Manager & Head, Customer Relationship Management, CDL, "When we first introduced CRM applications in the real estate sector two years ago, we believed that the property industry had matured to a level beyond product excellence. Efficient and exemplary service has an important impact on buyers' choice of a developer. We are glad that this foresight is being recognised today."

IMPACT ON INDUSTRY

The CRM has effectively harnessed the use of information technology to create the following impact on the industry:

- Provides online, real-time information to all relevant users, including contractors, developers and customers;
- Allows smoother information flow and a structured method of follow-up to customer enquiries and feedback;
- Reaps higher productivity for staff and contractors;
- Achieves higher customer satisfaction; and
- Sets new standards of professionalism in the industry.

Concludes Ms Foo, "CRM has redefined customer service in the construction industry and we encourage other fellow players to work together to raise the level of service in this sector. We believe that our CRM initiative has helped us stay ahead in this competitive environment."