

SSMC shared its winning chips in 2014 Business Excellence Conference



On 27th Mar, in the 2014 Business Excellence (BE) Awards Winners Sharing Conference organized by Singapore SPRING, Singapore Quality Award (SQA) Governing council. SSMC management representatives, Mr. Jagadish CV and Mr. Ivan Hee, made a strong presence in sharing their experience and practices in BE journey that enable operational, service excellence and customer engagement. More than 450 participants and representatives from more than 40 SME, MNC enterprises, business community and government authorities, including Guest of Honour, Mrs. Josephine Teo, Senior Minister of State for Finance and Transport, were gathered to foster business excellence for organizational success.



SSMC pride ourselves to be the winner of SQA with Special Commendation. Mr. Jagadish, CEO of SSMC, started the conference with a talk titled "SSMC WoW (way of working) for Business Excellence", he demonstrated

a holistic approach to operational, service excellence; adopting this framework to deliver results in technology, operations; raise value to people, customers and all stakeholders. During the “in Conversation with CEOs” dialogue session, facilitated by Mr. Selvakumar, Micron Semiconductor Asia, Jagadish commented “The Implementation of the Business Excellence framework is not a pain; but more of a gain for our organization. SSMC places strong thrust in the use of PDCA approach, putting our measures in business balance scorecard (BBS) , regular to review our improvement regularly. Moreover, the BBS does not only measure how well meet the target, but how we aim to beat the target.” This process keeps us nimble and competitive in our business.

Company	Award	Key Leanings from BE frameworks
SSMC	SQA with Special Commendation	“To be the best in class, we also need to benchmark ourselves outside our industry, recently, we learnt from hotel for its water conservation & sustainability practices; we also learnt from aerospace industry to learn manufacturing methods to support our automotive quality mindset which is vital to our future business.” Jagadish added “Leaders must encourage all to listen to customers, suppliers, community partners and all stakeholders; we must guide the organization to raise value together through business excellence.”
Building and Construction Authority (BCA)	Singapore Quality Award	BCA: BE framework helps to gear up the whole organization towards business excellence, in the process identifying the blind spot, and opportunities for improving our capability in engaging their customers and partners ; and transform together. BCA is also a champion for sustainable green buildings, future ready Zero energy building.
Nanyang Girls' High School	Singapore Quality Award	Nanyang: BE implementation has widened the school's perspective in education development with a balanced and systematic approach towards excellence. Nanyang uses technology (tablets) to foster closer communication among students, teachers and parents. Feedbacks from Town Hall meeting are turned into development plan; and results of measures are benchmarked across other schools local and internationally for continuous improvement.
Tiong Seng	Singapore Quality Award	Tiong Seng Contractors, advanced construction technology provider who innovates to turn construction into assembly; it uses precast automation technology to allow labour efficiency and people productivity gain. In prefabrication components and construction hub . The framework keeps them focused on continuous improvement, which leads to excellence, improved business efficiency and winning more business.”
Biosensors	Innovation Excellence Award	Biosensors: Strive to bring their process and product innovation to customer. “We can only be excellent in business by being excellent in innovation” The BE helps to continually innovate, continually improve its processes.
Qian Hu	Innovation Excellence Award	Qian Hu adopted a company wide approach to innovation which has made its transformation (from traditional agricultural business to service industry business) possible. “Make organization resilient and help it to survive, compete and grow in the changing business environment.”



Mrs. Josephine Teo, Senior Minister of State, for Finance and Transport addressed to the winners and audience, she observed that Business excellence is aligned with Singapore ambition to make its economy diverse and vibrant. Lots of organizations today have been moving in good progress, but they also have strong desire to do a lot more improvements in the pursuit of business excellence, and to build good foundation for its organization success. **With the supportive government policy and environment, and sense**

of urgency for excellence by business leaders, the results of changes will not be limited to the one of incremental; but one of transformational. This BE spirit adopted by enterprises will transform Singapore. The innovation embedded in their products, services and people will create a capacity for transformation.



Event reached a climax, when Mr. Ivan Hee, VP of SSMC Business Operations presented “Knowing Customers: The Engagement Process” in a sharing workshop. The software, hardware and heart-ware to deliver

the Service Promise and Total Customer Satisfaction were shared. The Q&A session was very engaging with many questions posted.

SSMC’s strive in business excellence journey will continue. Being conferred as a role model by Singapore Quality Award governing council and Spring Singapore, we are even more driven and committed to increase value to all our stakeholders and business partners through holistic leadership, staff engagement, technology development and innovative productivity to exceed customer expectation.