Fact Sheet

Kampong Glam: Singapore's First Digitally Enabled Retail Neighbourhood

Background

Kampong Glam, a traditional neighbourhood rich in culture and heritage, has embarked on a journey to transform the precinct and its merchants. This is aimed at 1) enhancing the digital capabilities of merchants in the neighbourhood, and 2) transforming the visitors' experience in Kampong Glam, catering to both locals and overseas visitors.

The Infocomm Media Development Authority (IMDA), Enterprise Singapore (ESG), key Kampong Glam stakeholders including the Singapore Malay Chambers of Commerce and Industry (SMCCI) and One Kampong Gelam Association (OKG), as well as industry partners, have collaborated in making the Kampong Glam precinct Singapore's first digitally enabled retail neighbourhood.

This pilot precinct project is part of the sector-wide innovative initiatives announced in November 2017, in line with the Retail Industry Transformation Map, to accelerate the pace of transformation in the retail sector.

New digital initiatives launched in Phase 1

The Phase 1 digital makeover of Kampong Glam is implemented in close collaboration with industry partners and educational institutions to capitalise on their respective capabilities to support the digitalisation efforts. To date, 150 merchants have benefitted from at least one initiative.

Partnerships with the following organisations have been established:

a. **Grab:** To help improve convenience to visitors by eliminating the need for cash payments, a Memorandum of Intent (MOI) was signed in March between OKG, Grab and IMDA for Grab to use Kampong Glam as an area to innovate and test new ideas that can combine payments, mobility and data analytics. Kampong Glam is now offering GrabPay to visitors as a form of cashless payment.

In the coming months, Grab will also work with OKG to implement pilot initiatives to solve mobility-related issues and other new digital products and services in the precinct, aimed at increasing footfall and improving the visitor experience. In addition, Grab and OKG will jointly identify marketing opportunities and raise public awareness of Kampong Glam's offerings.

b. **Temasek Polytechnic**: Students from the polytechnic's School of Business participated in creating and enhancing merchants' presence on Google Maps to improve their discoverability. Panoramic photos were taken to give customers a virtual indoor tour even before they enter the physical shop.

Due to positive feedback from merchants in working with the students, an MOI has been signed between TP, OKG and IMDA to identify and develop more projects involving TP students.

c. **LDR, Locomole**: Developed by local technology solution provider, LDR, Locomole is a self-guided story-telling and discovery experiential mobile app that uses a combination of story-telling, gamification, Augmented Reality and location-based technology, visitors can get real-time navigational guidance, identify location-based store discounts and find amenities near them. Specially curated stories, Augmented Reality interactive contents such as 2D and 3D models, before and after photos and in-app gamification aspects are incorporated in the immersive Kampong Glam self-guided walking trail that can guide visitors in navigating the neighbourhood and enjoying an engaging experience.

d. **Riverwood Integrated Logistics Solutions**: Visitors can enjoy delivery services offered by merchants. Through an integrated mobile application that caters to the needs of merchants, logistics partner Riverwood can help merchants deliver their customers' purchases convenient and affordably. The app also empowers retailers to easily manage pick-up, schedule and track deliveries and ensure secure delivery of packages

e. **StarHub**: StarHub was appointed by OKG to offer an integrated Point-of-Sales system that enables merchants to manage accounting, customer relations management and inventory management in a seamless and coordinated way. StarHub also provides a one-stop service to help merchants implement this comprehensive suite of solutions, including retail analytics, training, implementation, and post-sales support.

Phase 2 Initiatives

To further capitalise on digital technologies to enhance customer experiences, OKG, with its key partners will be exploring new ideas for Phase 2 of the digital makeover, such as:

a. **Outdoor Wi-Fi** to power other digital initiatives and enable more interactive and immersive experiences.

b. **Intelligent digital signage for directions and targeted advertisements** to support visitors in orienting themselves within the neighbourhood and to accurately promote neighbourhood services and products.

c. **Neighbourhood visual identifiers** such as smart lighting that can be programmed to guide and direct visitors to different areas in the neighbourhood, creating a sense of coherence and unity, and deliver a more engaging experience for visitors.

d. **A unified brand identity on digital platforms** where Kampong Glam can be articulated as a distinctive brand and be promoted more effectively on social media channels.

e. **E-Commerce** to help traditional merchants create an omni-channel experience for their customers