MEDIA FACTSHEET ON HDB InfoWEB (for GEA 2013)

By harnessing the ubiquity of the Internet, our corporate website, the HDB InfoWEB, has become a key engagement channel to meet the needs of our customers. Re-launched in January 2010 with a completely new framework, it has won over customers with its innovative, customer-centric features.

2   Our customers are the impetus for HDB's continued efforts in excellence. As our customers' aspirations evolve, we have to constantly anticipate, meet, and exceed their expectations. The methodology and principle for the design, development and maintenance of HDB InfoWEB focuses on customer centricity, with two clear principles: ease in searching for content and user-friendly e-Services.

3   With clear content, uncluttered web pages, user-friendly e-Services and personalisation such as 'My HDBPage', the HDB InfoWEB serves more than 2 million customers per month, providing content and e-Services 24x7. It had an average of 28.8 million monthly page views in 2012. Page views for a month can hit as high as 40 million when there are key events, such as the launch of flats for application.

4   The following are some of the key features on HDB InfoWEB:

Key Features	Brief Description
Flat Application: 100% Electronic	Flat applicants only need to interact with the HDB InfoWEB, from viewing available flats to applying for an HDB loan. After flat selection, successful flat applicants can monitor the progress of the flat construction and mortgage loan application online.
My HDBPage: Personalised for Each and Every Customer	My HDBPage is a personalized portal which allows our customers to view all their transactions, correspondence and details with HDB at a glance. For example, customers can view the original purchase price of their flat, mortgage loan amount and season parking information.
Interactive Map Services	The new interactive Map Services allow customers to search for amenities around their neighbourhood. It also provides an avenue for our customers to check out other flat-related information, retrieve

	past transacted resale prices, locate car parks and more.
Multimedia Gallery	The Multimedia Gallery leverages on video clips to publicise major programmes such as the Home Improvement Programme and the Neighbourhood Renewal Programme in an engaging manner. There are also online games such as "Heartland Race" and "Be a Good Neighbour" to engage the younger generation and to convey the dos and don'ts of high-rise living.
Social Bookmarking	With the purpose to reach out to more people, social bookmarking tags have been made available on various pages in the InfoWEB. Customers can now bookmark our web sites easily with over 250 popular services such as Facebook and Twitter and even share it with friends via email.
iFAQ	The iFAQ provides the best-matched answers to commonly asked questions, saving customer time and effort from navigating through the website, in search for an answer.

5   As part of our commitment to deliver a great online experience, HDB regularly reviews feedback from customers, and constantly explores new technology to improve the HDB InfoWEB.