

## Annex B

### SMEs' Digital Transformation Success Stories

#### 1. Endowus | GenAI Marketing & Sales Content Generation Tool

Endowus, a Singapore-based investment platform, provides wealth advisory services focused on helping clients build retirement funds and achieve various financial goals through their fund distribution platform. Their key challenge lies in producing consistent, educational financial content across three different markets, with a small team of one to two writers struggling to meet the demanding content requirements while maintaining market-specific cultural sensitivities.

The implementation of a **GenAI Marketing & Sales Content Generation tool** has transformed their content operations, enabling them to produce 20-30 bilingual articles monthly across Singapore and Hong Kong. The solution has enhanced productivity by 30%, streamlining tasks like research synthesis, SEO optimisation, and multi-language content generation. Their expanded content reach now extends to over a million unique regional users in the past year, with their newsletter engaging 200k subscribers at an open rate of 40%.

The tool has also facilitated team growth and development. They have expanded to a four-person team and successfully trained three junior writers who achieved independent content production within six months. The solution complements their upskilling efforts, allowing senior team members to focus on creative development, mentorship, and more impactful work. This strategic integration of AI and human expertise has proven invaluable in maintaining their editorial vision while scaling their content marketing infrastructure cost-effectively through grant support.

## 2. Yong Kang TCM Clinic | GenAI Chatbot for Customer Engagement

Yong Kang TCM Clinic is an established healthcare provider with 12 outlets across Singapore, Malaysia, and Indonesia. They offer a wide range of services from acupuncture to massage therapy, making customer service management complex.

The company had previously implemented a chatbot which required manual programming and could only provide preset responses. Response times could take up to 30 minutes during peak hours, and service was limited to business hours only. To improve their operations, they implemented a **GenAI Chatbot for Customer Engagement** with natural conversation capabilities and a comprehensive dashboard that tracks customer sentiment, buying intent, and improves marketing effectiveness.

The solution has delivered significant results. Chat traffic increased by 60% with 24/7 availability, while time taken to respond to customers quickened to under five minutes. With a 20% increase in bookings and better data insights, the customer service team can now focus on higher-value tasks like planning promotional activities and improving customer experience.

### 3. Ministry of Clean | AI-enabled Customer Relationship Management Solution

Ministry of Clean (MOC), established in 2011, began as a household and commercial cleaning services provider in Singapore. In 2019, they expanded their business by developing a long-lasting self-disinfecting coating technology, which significantly diversified their client base to include multinational corporations and overseas distributors.

Facing challenges in managing their growing customer database through Excel spreadsheets, MOC implemented an **AI-enabled Customer Relationship Management (CRM) solution** that transformed their operations. The CRM solution features GenAI capabilities that analyse customer queries and automatically suggests contextually relevant responses based on customer data. It also recommends next best actions for lead conversion, such as when to follow up, what products to recommend, and which promotional offers to extend based on customer profiles and behaviour patterns.

The impact has been significant: lead conversion time dropped from two days to four hours, while customer response time decreased from one hour to just 10 minutes. The solution opened up new revenue streams, leading to an increase in cross-selling revenue from 5% to 25% of the total sales. Overall, MOC saw a 30% increase in sales revenue and 20% improvement in customer retention. Beyond these gains, the digital transformation has elevated MOC's market position as a progressive, reliable company, enabling smarter and more personalised customer engagement.

Beyond tangible results that the company experienced, MOC staff also benefitted from the deployment of the AI-enabled CRM solution.

#### **Angel Sim Swee Peng — A Customer-Care Natural, Empowered by AI**

At 53 years old, Angel has built her career delighting customers face-to-face as a customer service officer. She had never used any customer services related technology to augment her work. With the implementation of the AI-enabled CRM, Angel has embraced digital tools at her own pace and is now able to manage higher enquiry volumes and serve more customers with greater empathy and consistency.

Angel recalls that transitioning from face-to-face conversations onto a “cold screen” initially felt intimidating. However, with the GenAI feature, she is now able to draft personalised replies

in seconds, supported by suggestions that can adapt to each customer's preferred tone of voice and communication style. Guided templates on the CRM ensure accuracy, while automated context that includes service history, site notes, and photos, helps provide background and removes the need to search for information manually. Angel is now able to serve more customers with the help of the AI-enabled CRM.

### **Oh Zhen Na — From Operations to Customer Support**

Oh Zhen Na, aged 34, came from an operations background and has never worked in a customer service role. The CRM's guided flows, 360° customer view, and GenAI-assisted responses equipped her with the confidence to engage customers easily, and transition to a customer support role – without losing the operational rigour that defined her previous role.

With structured workflows and real-time context provided by the AI-enabled CRM, Zhen Na now delivers swift, accurate customer support while seamlessly connecting service promises with on-site execution.

### **Teng Thian Foo — Attracting Tech Talent, From Student Intern to Future Builder**

24-year-old Teng Thian Foo, a student at the Singapore University of Technology and Design, first joined MOC as a polytechnic intern for six months and is now back at the company in his second year of university for a 3-month job attachment. Thian Foo manages MOC's e-commerce platform and takes care of the backend technical support of the AI-enabled CRM, creating templates for his colleagues to use with ease.

With mentorship and exposure to live projects, he sees a credible career pathway at MOC and has expressed interest in joining full-time after graduation.