

| Company profile | |
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| Name | Far East Flora Holdings Group |
| Details of Business | Far East Flora Holdings is a Singapore-based floriculture group that has grown from a small family business into a major wholesaler, retailer, and importer of flowers, plants, and garden products. They also operate FarEastFlora.com, one of Singapore's leading online florists. |
| Write-up | <p>Across its various business units, the group faces distinct challenges at different business touchpoints.</p> <p><u>Self-checkout System</u></p> <p>At the front-of-house, Far East Flora's flagship store at Clementi has implemented self-checkout systems to streamline operations, resulting in a 30 to 40% reduction in cashiers' workload. The initiative reduces cashier workload and queue waiting times, while freeing up staff from cashier counters to focus on ground-level customer service.</p> <p><u>GenAI Digital Marketing & Generative AI Marketing and Sales Content Generation</u></p> <p>As an online platform, FarEastFlora.com faced constant pressure to produce marketing content – from campaign visuals and social media posts to advertisements – across a wide range of products. This was a challenge especially during festive periods where turnaround time is critical.</p> <p>To address this, the company adopted an AI-assisted Digital Marketing solution to improve search engine marketing performance and campaign management. With the same marketing spend, FarEastFlora.com achieved an estimated 5% to 10% increase in returns, since the solution allows them to sharpen audience targeting and significantly reduce manual effort involved in monitoring and adjusting digital advertising. They have also leveraged Generative AI Marketing and Sales Content Generation solution, achieving an estimated 50% reduction in content production time.</p> <p><u>GenAI Digital Training System</u></p> <p>At the corporate level, FarEastFlora.com faced challenges in training and onboarding florists. Classroom-based sessions were typically conducted during office hours, requiring staff to be taken off the shop floor and directly impacting operational output. To address this, the company adopted a GenAI Digital Training system, delivering training materials in short modules of 10 to 15 minutes via a mobile microlearning platform. This allowed florists to complete training flexibly, replacing full-day classroom sessions and minimising disruption to day-to-day operations.</p> |

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| Name | The Canary Diamond Co. |
| Details of Business | The Canary Diamond Co. is a Singapore-based fine jeweller specialising in diamonds and precious gemstones. |
| Write-up | <p><u>GenAI Digital Training System</u></p> <p>Like many boutique luxury retailers, The Canary Diamond found it particularly challenging to hire strong sales talent and recognised that not everyone has the natural aptitude to become an effective salesperson. Hence, in partnership with Nanyang Polytechnic through the AI Catalyst Programme supported by Enterprise Singapore, the company developed a GenAI digital training system to support their sales assistance when engaging customers. Through a simple voice command on their personal device, sales personnel can instantly access real-time inventory levels, product information, and AI-generated recommendations on how to best present each product to customers. This equips sales staff with the knowledge and confidence to serve customers better, delivering a more informed and seamless shopping experience.</p> <p>The system also supports ongoing staff development. Sales staff can receive immediate feedback with a confidence score on their sales pitch, enabling real-time improvements. Supervisors can identify the habits and techniques of top performers using data collected from each staff member and translate these into practical learning points for monthly training sessions.</p> |