



Go-the-Extra-Mile for Service(GEMS)



Everybody is talking about service excellence these days, or to put it in simpler terms: GEMS. The Go-the-Extra-Mile for Service (GEMS) is a national movement launched on 6 October 2005 that seeks to encourage everyone – from businessmen to service workers to customers – to play their part and take the initiative to improve service levels.

While the initiative on the national front gains momentum, Singapore Cruise Centre (SCC) is not lagging behind either and has embarked on a series of customer service initiatives. SCC kick-started its first company-wide customer service training programme, the 'Art Of Wow' for its staff and service partners in June 2005. Following its completion, SCC commissioned a mystery shopping exercise to evaluate the quality of the service rendered by its staff at the terminals. This exercise ensures that excellent service is being delivered to its customers consistently.

Starting from 5th of June 2006, SCCPL, together with Singapore Work Development Agency (WDA) and Service Quality Centre, started a new customer service refresher course called 'Providing GEMS service'. This is in step with the government's initiative on GEMS and will end in the beginning of July.