


BRIEFING SESSION: PROBLEM STATEMENT CALL FOR LOGISTICS APRIL 16, 2021



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PROGRAM

TIME	DESCRIPTION
10:30am	Welcome
10:40am	Problem Statement Briefing
11:00am	Discussion
11:30am	End



PROBLEM STATEMENT CALL (PS CALL)

- We are seeking innovative solutions to improve customer experience and productivity at Courier Company's **Partner Stores**.
- This is a Conceptual phase for solutions. Subsequent phases may involve Pilot tests at selected Partner Stores.
- Collaborations among solution providers are encouraged to provide a total solution.



PROBLEM STATEMENT - GENERAL

- Parcels and documents **dropped off** at the more than 1,000 Partner Stores for deliveries in Singapore and overseas involve several manual steps, e.g., dimensioning for accurate shipping charges and inspecting visually for restricted/prohibited items, and manual documentation.
- This can affect customer experience and lower productivity.
- In addition, store partners require extensive 2 - 3 hours of training to perform these tasks; and, repeatedly with the high staff turnover rate.

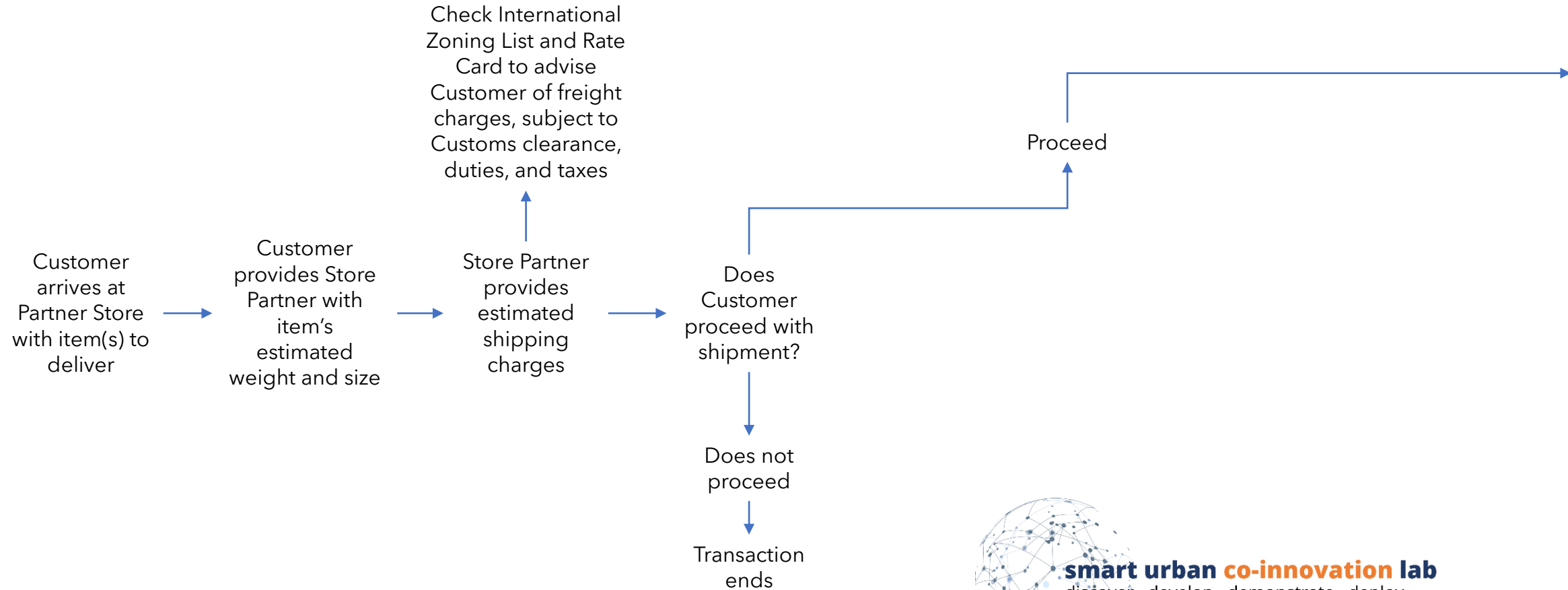


PROBLEM STATEMENT - AREAS TO ADDRESS

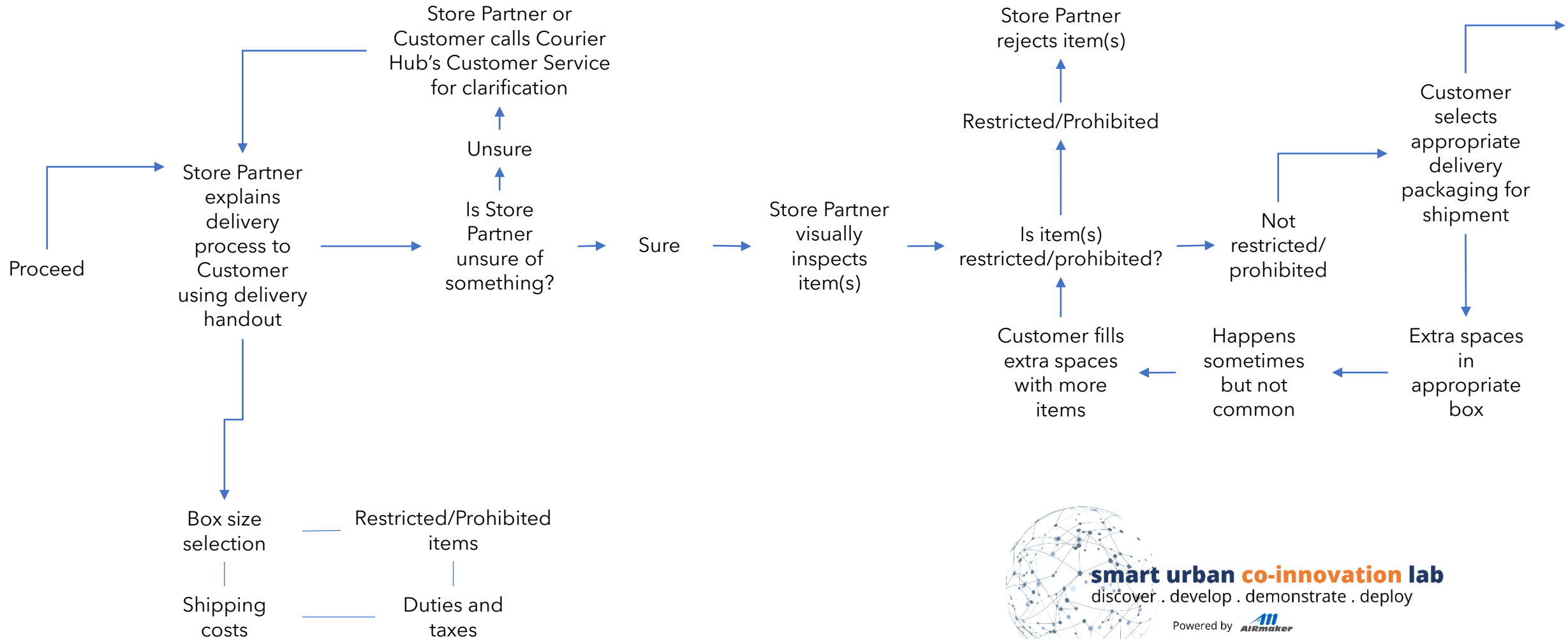
- Process
 - Dimensioning and weighting
 - Visual inspection
 - Repackaging items
 - Partner Store space constraints
- Experience
 - Manual form-filling
 - Partner knowledge and customer-service
 - Regulatory and delivery-rejection
- Technology
 - Improve customer experience to repeat-purchase
 - Streamline Partner Store to Customer Service to Courier



PROCESS FLOW AT PARTNER STORE (1)



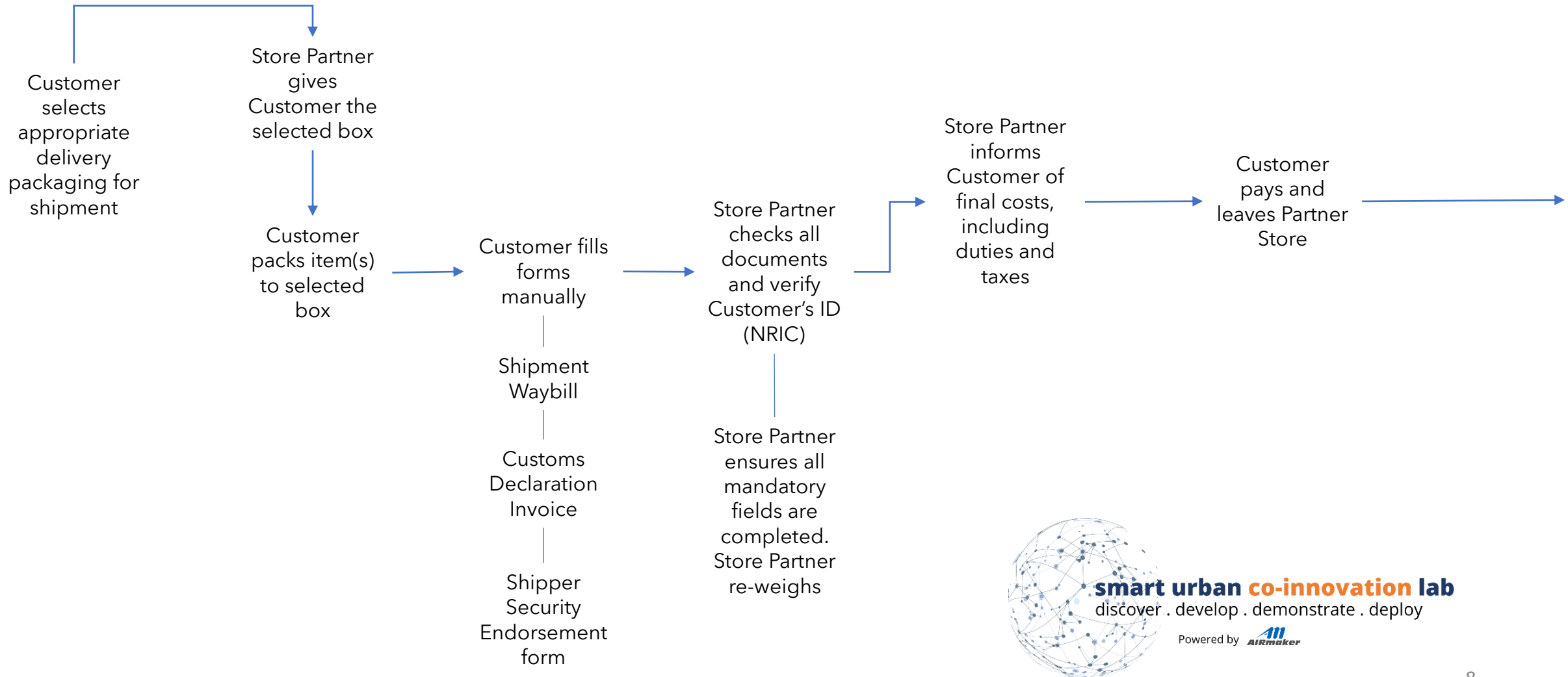
PROCESS FLOW AT PARTNER STORE (2)




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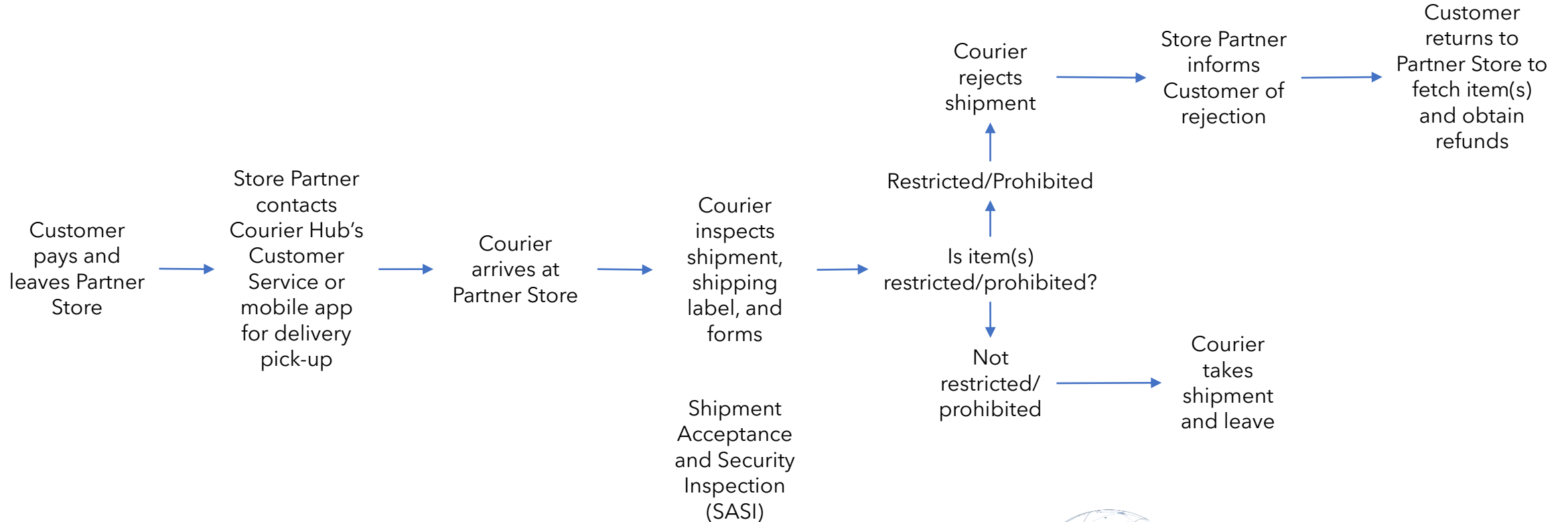
PROCESS FLOW AT PARTNER STORE (3)



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PROCESS FLOW AT PARTNER STORE (4)



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MANDATORY FORMS

- 3 mandatory forms
 - Mandatory Shipping Forms
 - Mandatory Shipper's Security Endorsement (SSE) Form
 - Mandatory Invoice Form
- Required information in the mandatory forms - handwritten/typewritten, some are repeated throughout the 3 mandatory forms:
 - Shipper/Sender/Company Name - repeats
 - Consignee/Receiver - repeats
 - Shipment (Piece and Weight)
 - Full description of contents and quantity - repeats
 - Non-Documents Shipments Only (Customs Requirement)
 - Shipper's agreement (Signature required) - repeats
 - Date
 - Type of Personal Identity IC/Passport Number
 - Airway Bill Number - repeats
 - Bill to (optional)
 - Number of items
 - Currency
 - Unit Value
 - Total Value
 - Reason for Export



PACKAGE DIMENSIONS AND WEIGHTS

- 5 types
 - Dimensions: Ranges from [350mm x 275mm x 10mm] to [337mm x 322mm x 345mm]
 - Recommended Max. Weight: Ranges from 0.5kg to 10.0kg




ENQUIRE AND TRACK SHIPMENTS

- Enquire and track shipments on mobile device via WhatsApp Digital Assistance.



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DESIRED OUTCOME

- Leverage on technology to address the following at the Partner Stores:
 - Automate and digitize the manual processes, including filling forms
 - Increase accuracy of dimensioning and inspection of items
 - Ease Store Partners' learning
 - Optimize use of Partner Store space

- Enhance customer experience, productivity, sales, and branding.



EVALUATION CRITERIA

- Customers
 - Improved customer satisfaction rating
 - Reduced rejection rate
- Partner Store
 - Significant time reduction in service
 - Improved Partner Store experience
- Courier Company
 - Cost-effectiveness
 - Enhanced productivity




TIMELINE

Stages	Tasks	Timeframe
Discover	Curate Problem Statement	Mar 2021
	Administrative processes	Late-Mar 2021
	Launch Problem Statement Call	Apr 05, 2021
	Problem Statement briefing	Apr 16, 2021
Develop	Concept submission	May 05, 2021
	Concept presentation	May 12, 2021
	Evaluation and shortlisting	May 2021
	Announce winning concept	Late-May 2021
Demonstrate	-	-
Deploy	-	-



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CONTACTS

- The Smart Urban Co-innovation Lab (SMARTLab) serves as a launchpad for companies to discover, develop, demonstrate, and deploy successful innovations for smart city technologies.
- This is an open platform that is neutral towards both start-ups and established corporations focusing initially on intelligent estates, smart mobility, smart wellness, sustainability, advanced manufacturing, and urban agriculture.
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