



CASE STUDY

JTC gets an enhanced interface for a better customer experience

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Business situation

JTC was established in 1968 and is the lead government agency responsible for the development of industrial infrastructure to support and catalyze the growth of new industries and transform existing enterprises in Singapore. Its landmark projects include one-north, Jurong Island, Seletar, Aerospace Park and next generation industrial estates like Jurong Innovation District and the new enterprise district in Punggol.

JTC continues to create tomorrow's industry spaces through pioneering projects that support the changing needs of its industries. To better service its growing customers, JTC recognized the importance of a faster customer service portal (CSP) which serves as a platform for e-services for its customers.

Solution

The company engaged Avanade to perform the system upgrades using Microsoft solutions, including ASP.NET, Telerik, JQuery and Microsoft SQL Server 2014.

Through survey feedback, enhancements were made to the performance, speed and user experience of the CSP. Enhancements include assisting users with lease-related transactions and their search for available JTC properties. Also, before the launch of the revamped CSP – coined 'CSP 2.0' – it was piloted with over 60 JTC customers. This provided insights which drove additional changes to help fine tune the portal to its current state.

Results

Today, JTC has a fresh design and user-friendly interface that makes navigation on the portal a much smoother and quicker experience. Key benefits realized include:

- Transactional-related requests are now almost instantaneous.
- Customers have more control in the submission process and are able to save drafts.
- Online pop-up surveys show that 90 percent of users are satisfied with the revamped portal look and its improved speed.
- All transactions are now properly recorded, tracked and approved.

Avanade will continue to work with JTC to gather feedback and further enhance its customer experience.

"The system has become more stable, providing our employees with a better support system and improved service to our customers. Partnering with Avanade has helped JTC increase our productivity and enhance our customers' experience."

- Mr. Bernard Ng, Senior Manager, Organizational Excellence Division, JTC



About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 30,000 professionals in 24 countries. Visit us at www.avanade.com

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