



Gov Media Awards 2023 – CPFB Project Blue Skies

[MUSIC STARTS]

[Simon] Hello, this is Simon Hyatt. I am the contributing editor of Gov Media. Today I'm joined by Tan Yue Zhan, project manager, and Leong Chou Weng, managing director of Accenture. Accenture has won the National Digital Initiative of the Year Award for Singapore in the Golf Media Awards 2023 for its outstanding work and dedication in bringing progress and improving the lives of citizens in Singapore. Congratulations to both of you, and can you please share your thoughts on winning an award this year?

[Chou Weng] Thank you, Simon. We are immensely grateful to have the opportunity to work with CPF board on this very important and transformative national project. And truly honored to be here receiving this prestigious award. We'd like to express our heartfelt thanks to CPF board who have collaborated closely with us leading to a smooth and impactful launch of their new digital services. Our gratitude also extend to the Accenture team whose immense, unwavering commitment and innovative talent exceeded all expectations. This prestigious award will serve as a powerful catalyst inspiring us to continue to look for ways of improving citizen experience in Singapore. And we hope that we can continue to introduce new positive changes in the near future together with other government agencies. Thank you.

[Simon] Can you please tell us about Project Blue Skies? How has the project gone in revamping the Central Providence Funds website to create an agile, bold, customer obsessed, and data smart experience?

[Chou Weng] So firstly, the CPF is a mandatory Social Security Savings Scheme for Singaporeans and permanent residents working in Singapore. It is a very important part of their retirement portfolio and can be used for other purposes like housing, healthcare, and education through Project Blue Skies. As the name suggested, the CPF Board intends to introduce reimagine and personalized set of digital services to their members. And we, Accenture, are really honored to be selected as their transformation partner.

The mantra for Project Blue Skies is actually very simple. It's just ABCD as you alluded to stand, which stands for Agile Bow, Customer Obsess and Data Smart. Take Data Smart for example. We tap into CPF boards, massive past

engagement data across their customer channels to truly understand what does personalization mean to their members.

We also listen to members feedback as to what type of experiences they are expecting. For example, to be jargon free and to be presented with information in a straightforward and simple manner without having them to read through legal texts and paragraphs. For the project to be bold and agile, we partner with CPF board to train about 100 of across departments in Agile methodologies. And this is to ensure that collectively they are able to function responsively in meeting the evolving needs of their members. Lastly, for all CPF and extension members participating in this project, there's one simple guiding principle. And that's to be customer obsessed in everything we do. This is how we delivered success for this project.

[Simon]

Welcome to you as well. Congratulations. May I ask you, what were the key impacts of Cloud technology and Agile methodologies on the CPF efficiency? Cost effectiveness and feature delivery.

[Yue Zhan]

So, Accenture's collaboration with CPF actually was resulted in the implementation of an innovative and user centric digital experience. We built this on the cloud technology, leveraging a combination of cloud native services and sets software as a service products. And we also custom built a microservice architecture for their backend processing. Through this, they were able to then target their five C's that they had as an intention for the platform comfort, confidence, control, convenience, and connectedness. By adopting the agile way of delivery, CPF B was actually able to deliver features faster. And as well as to take in the requirements from their users in an agile manner, leveraging on the Cloud platform.

They were actually able to scale as and when needed to meet the demands of the member. To give an example, they have an exercise on 1 January every year, which is called the Yearly Statement of Accounts Exercise, or Y, S, O A for short. On this day, most members would actually log in to CPF to take a view of their past transactions that have been accumulated over the last year. As a result of being on the new cloud technology. They were able to scale and to leverage on the elasticity and resilience of the cloud platform to actually meet the demands of this peak period. And cater to the needs of the members.

[Simon]

How did the user experience transformation, enhanced engagement, accessibility, and satisfaction for the CPF members?

[Yue Zhan]

For CPF, when we worked with them for this, they actually undertook multiple measures which helped to target these areas. So the first one that we actually took up was a content architecture revamp. As a result of this, we looked at their existing 1,000 over pages of content, streamlined that into 320 pages, removed all the technical jargon, standardize the terms that were used, and organize them into teams that were relatable to the member. Secondly, we were also able to conduct usability testing. For this, we actually approached

members, carried out testing with them to find out what were the pain points and where we could, how we could address them. We actually then were able to design transactional flows that were intuitive to the members. Organize the contents into dashboards where consolidated information could be presented to the members and a one stop shop collectively. As we launched this new platform, we actually received a rating of 90% user satisfaction across the board consistently. The final touch that we left to the members was that we actually designed a interface that was mobile first. This allows members to access the website across different platforms, on your mobile phone, on your tablets in a way that is responsive and therefore easier for use.

[Simon] Chou Weng, how do you feel this project inspires other agencies?

[Chou Weng] Let me start by thanking Gulf Media for giving us this prestigious award. I'm delighted to also share that. Through this project, CPF Board has earned other accolades such as the gold award from SG Mark Good Design Singapore in 2022. All these awards serves to showcase Senti experience and commitment in delivering and transforming digital experience for our citizens through our innovation. But more importantly, we have received very positive feedback and response from the CPF members. And this is through a good user satisfaction score, 90% since we launched the digital services in 2021.

Therefore, we hope that this project serves as a good reference model for other government agencies who are embarking on their own journey of good citizen engagement. We are truly honored to have worked with CPF board in marrying the use of data, good design, agile way of working across the organization and of course, cloud technology to deliver an impactful outcome for CPF board and their members.

[Simon] Chou Weng and Yue Zhan, thank you so much for being with us today and congratulations once again on your award winning.

[Chou Weng] Thank you, Simon. Happy to be here.

[Yue Zhan] Thank you, Simon. Thank you for the award.

[ACCENTURE LOGO]

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