

COMPANY IS ABLE TO MONITOR EMPLOYEES' PERFORMANCE, ENSURE HIGH SERVICE STANDARDS

MBS taps technology to cope with manpower crunch

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SINGAPORE – With almost 2,600 hotel rooms and more than 9,000 employees under its watch, Marina Bay Sands (MBS) is tapping technology to help run its business.

For example, cameras are installed

at front desks to record the facial expressions of service staff, and the footage is later used for coaching and assessing the employees' work performance. Housekeepers are equipped with iPads that they can use to provide updates to their supervisors on the status of the rooms.

While several industries here are

grappling with the manpower crunch, the shortage is more keenly felt in the service industry, where some jobs are shunned by Singaporeans.

Sharing MBS' practices at a seminar organised by NUS Business School, Mr Ian Wilson, senior vice-president of hotel operations at MBS, said that by using technology, the company

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is able to monitor employees' work performance and ensure high service standards and productivity.

On Monday during the Ministry of Manpower's Committee of Supply debate, Manpower Minister Tan Chuan-Jin called on businesses to capitalise on technological advancements to innovate. Urging businesses to be manpower-lean, Mr Tan said the labour market would tighten further significantly in the last few years of this decade, as the baby boomers gradually exit the workforce and smaller cohorts enter.

At the seminar, logistics company Yamato Asia managing director Richard Chua reiterated the need for firms to innovate. The company — which yesterday donated S\$150,000 to NUS Business School under the Yamato Faculty Research Fund — was established almost 100 years ago. It is embarking on a third wave of reforms, having done so earlier in 1929 and 1976, Mr Chua said.

The firm is seeking to provide high-value-added logistics services through the use of automated sorting channels and state-of-the-art machinery to increase the speed of parcel deliveries.

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