

Unlocking the power of outsourcing



"The culture that I want to build is a culture of entrepreneurship and perseverance," says Mr Ngoh, (centre, in blue shirt), seen here with staff members of the company. PHOTO: RMA CONTRACTS

RMA Contracts is a dynamic SME that delivers innovative outsourcing solutions to help companies streamline business processes

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BUSINESS process outsourcing (BPO) has become a powerful tool for any successful organisation as companies strive to streamline their operations.

Today, BPO is a business strategy for companies to generate competitive advantages and achieve growth.

RMA Contracts plays an important role by taking care of the non-core competencies of its clients so that they can focus and excel in their core competencies.

And this is where RMA Contracts comes into the picture, by offering these corporations outsourced processes.

RMA Contracts works behind-the-scenes, providing value-added business processes with resource management and advisory services to these corporations.

The small and medium enterprise (SME) has successfully gained a strong foothold in the industry and is a proud winner of the 2019 Enterprise 50 Award.

The one-stop solutions provider was founded in 1996 by managing director, Mr David Ngoh who currently manages over 800 employees across the RMA Group.

At the age of 40 in 2001, Mr Ngoh had a stable management job with a major corporation, but his entrepreneurial spirit told him that it was time to venture out and build his own business.

He started his own business in engineering, procurement and construction services specifically in the area of high technology industrial developments.

In 2003, he acquired RMA Consultants and adopted a concentric diversification strategy which led to the eventual formation of RMA Group.

Today, RMA Group is a multi-industry enterprise that consists of RMA Contracts, RMA Projects, RMA In-foworks and RMA Consultants.

Headquartered in Singapore, RMA Contracts also has operations in Malaysia and India.

As a leader in the BPO growth industry, it achieved a remarkable financial performance, with S\$46 million in revenue in 2019 compared to S\$41 million in 2018.

RMA Contracts offers a wide spectrum of outsourcing services: it has expertise in digitisation, transaction processing, IT infrastructure, manpower, human resource consultancy and customer relations.

Formula for success

Discussing the key elements behind RMA Contracts' success, Mr Ngoh said: "We listen to our clients, empathise with them and do our best to put across a solution."

The company operates with a "can-do" mindset and approaches every project, simple or complex, as a challenge and an opportunity.

It is this positive attitude and entrepreneurial spirit that opened the door for RMA Contracts to be the first non-bank organisation to secure a GIRO processing project from the Central Provident Fund Board and Inland Revenue Authority of Singapore.

To earn the trust of its clients, RMA Contracts actively seeks accreditations.

"At least among SMEs, we are probably the only company that holds six different ISO certifications, and we became the first to obtain the Anti-Bribery Management System certification (ISO 37001)," said Mr Ngoh.

RMA Contracts also has a strong track record. Among its clients are government agencies and multinational corporations such as Shell and Hewlett-Packard, which attest to its reliability and capability.

As the business is largely reliant on referrals, Mr Ngoh firmly believes that it is important to forge long-lasting relationships by maintaining trust and loyalty.

Active risk management is also an important part of RMA Contracts' business strategy.

"Managing growth and risk are key to maintaining a sustainable business," said Mr Ngoh.

The company spreads its risk by serving customers from both the public and private sectors.

To safeguard its operational pro-

cesses, RMA Contracts minimises reliance on third parties by utilising an Enterprise Resource Planning system and by having an internal IT system.

To stay competitive, RMA Contracts integrates technology into its BPO solutions such as document digitisation.

It has two imaging hubs that house one of the most state-of-the-art high-speed scanners.

To prevent damage to documents, the scanner utilises air vacuum conveyance technology.

RMA Contracts also has the flexibility to adapt to customers' different digitisation needs – its production lines can cater to different paper sizes and conditions.

With the emergence of new technologies such as artificial intelligence, RMA Contracts stays ahead of the curve by investing in cybersecurity, robots and facial recognition to improve and expand its current services.

For example, the company is partnering with Nanyang Technological University to explore deep technology in speech-to-text translation, which is the conversion of audio speech recording into text.

An engine will enable the transcription in real time speech, including Singlish, into text.

The transcribed text could be integrated with the back office for further analysis.

Some areas of application include understanding customer insights at a call centre.

Integration of technology in its business will improve services, propelling RMA Contracts to new heights.

The company also takes great effort to create an engaged and high-performing workforce by treating employees as valuable assets.

"Managing people is a running battle," said Mr Ngoh who pointed out a crucial manpower challenge that RMA Contracts, like most SMEs, face.

To attract and retain talent, the company invests in employee professional development through its in-house learning management system and sponsors them for further education.

RMA Contracts also gives employees wide latitude in decision-making and organises company outings to keep them engaged.

A promising future

International and local expansion is on the horizon for RMA Contracts. Over the next three years, the company plans to set up an Offshore Development Centre in Vietnam to capitalise on the country's abundance of IT talents.

RMA Contracts also hopes to build a business centre in Indonesia, which is another market of interest due to its growing population and economic growth.

In addition, RMA Contracts recently signed strategic partnerships in the United States and Australia as part of efforts to build its brand and global presence.

Locally, the company plans to increase its business development activities.

RMA Contracts' "can-do" attitude in providing innovative and tailored BPO services has made it a leader in the BPO industry.

Mr Ngoh's strong leadership and the company's commitment to its motto of "Working Together Always" will enable RMA Contracts to scale greater heights as it transforms the BPO industry.

