

Pioneer in Singapore's automobile and real estate industry selects Google to simplify business operations



At a Glance

What they wanted to do

- Establish a streamlined process-oriented system with increased visibility of communication between departments as well as clients, which includes a proper communication channel and processes.
- Ensure that employees would adopt the new system quickly and without reluctance

What they did

- Selected Google Apps for its simplicity, flexibility to integrate and user-friendly interface for all employees.
- Used Google Groups to communicate and liaise internally and with clients. Other apps include Google Chat, Calendar and email

What they accomplished

- Reduced frequency of miscommunication, arguments and corrections as a result of poor visibility throughout the sales to operations process
- Freed up valuable and expensive human resources for business-generating activities.

Organisation

Keng Soon Credit Group has diverse business interests in the areas of real estate, motor vehicle sales and leasing, finance, education and fine art. The motor vehicle arm – Keng Soon Auto Group is a pioneer in motor vehicle, hire purchase and motor insurance with a 400 strong fleet in Singapore and Malaysia.

Challenge

Keng Soon Credit Group has grown rapidly since its humble beginnings in 1959. However, this resulted in the lack of necessary technology to keep up with the growing business. Two years ago, 50 employees shared 15 email accounts, with many using their personal accounts to communicate with clients. Several problems including miscommunication, disagreement over contracts and finance related information – internally and with clients ensued, triggering frustration and delays.

The company felt sales deals could be closed faster and more accurately if there was a proper chain of communication and process in place. Donovan Tan, Business Development Manager said “Business growth should not be hampered by the company's own speed bumps. We knew that we had to change our processes and that there were technologies we could employ to help improve day-to-day business operations and communication.”

Solution

Over 52% of Keng Soon Credit Group's employees are above 40. This meant the company had to identify an IT system and user interface that was intuitive and user-friendly. Since people are familiar with Gmail, Google Apps was the perfect solution for Keng Soon Credit Group as it meant a shorter on boarding time for new employees.

Even though Google Apps were newer entrants to the enterprise as compared to competitors, Keng Soon Credit Group picked Google for its wide range of offerings, flexibility, ease of use and integration with other applications, preferring the open source model which Google presented. Keng Soon Credit worked with PointStar, a reseller, for the initial setup of Google Apps.

“The ease and simplicity of the Google interface made Google our number one choice for communications, document sharing and everything else that our employees needed to do on a daily basis.”
—Donovan Tan, Business Development Manager, Keng Soon Credit

Today, all employees have individual work email accounts hosted by Google. In addition to lending a professional front, being on the Google Group platform means employees can now hold discussions, share or

About Google Apps

Google Apps is a cloud-based productivity suite that helps you and your team connect and get work done from anywhere on any device. Google Apps includes Gmail, Google Calendar (shared calendaring), Google Drive (online content storage and sharing), and Google Docs, Sheets & Slides (document creation and collaboration).

For more information, visit
www.google.com.sg/apps

edit documents on-the-go. This helps them reach consensus and obtain approvals faster internally. On the client-facing front, the enhanced visibility of communications from start to end of a sales discussion with clients through email is documented clearly, avoiding miscommunication, arguments and corrections. To further streamline its processes, the company has plans to automate its annual customer satisfaction survey in Singapore.

“The apps environment Google created through its Google Apps Marketplace is a vibrant and growing one,” says Donovan. “I appreciate the vitality of the ecosystem as it allows Google Apps users a wide variety of affordable solutions – ideal for small enterprises like Keng Soon Credit Group. For example, we found many apps ranging from project management, collaboration to visual communications tools to help us run the business better.”

Results

Keng Soon Credit Group progressed from relying on 15 email accounts to run the business to having an automated internal process system with the help of Google and integrated in-house applications. The management team has reported a 15-20% increase in productivity since the deployment of Google Apps to help establish a streamlined process-oriented system.

Employees can now be more effective in their roles, achieving a better work-life balance. Keng Soon Credit estimates a 10% - 15% savings on travel time.

“Google Chat and Google Docs have helped accelerate our business processes making the approval of contracts more efficient, in addition to improving communication transparency between departments in real time,” said Donovan.

Today, Keng Soon Credit Group has integrated its in-house system with Google Apps and Enterprise Apps on the Google Marketplace such as Lucidchart and Mavenlink.

Donovan said, “Google’s push of new and innovative products for today’s businesses impressed upon me the importance Google places on staying relevant to their customers.”

In addition to helping the company with its day-to-day operations, Google Apps has also helped the company carry on its legacy and plan for future growth.

“We have many valued and experienced employees who have a tremendous wealth of knowledge to share with new generations of employees. With Google Apps, we can now conveniently impart this information and continue growing the Keng Soon Credit Group’s business” concluded Donovan.

