



A TECH RESTART

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Ctrl+Alt+Del: A Tech Restart

Companies, big and small, are spicing up their businesses by finding the right digital tools and solutions.

From software systems to robots, businesses are upping their game to find new customers, improve customer experiences and streamline their operational workflows by utilizing the latest in digital technology.

Narrator: Noella Menon

大大小小的公司都在通过寻找合适的数码工具和解决方案来刺激他们的业务。从软件系统到机器人，企业正在利用最新的数字技术来寻找新客户，改善客户体验并简化运营工作流程。

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Episode 1: Expanding Customer Base

A business cannot grow without new customers. A dim-sum eatery and a TCM chain founded in the 60s are both leveraging digital tools to seek new customers. 3rd-gen owner of Swee Choon, Ernest Ting, took over the business in 2018. His first step was to focus the restaurant's transition into online delivery by partnering with various delivery platforms. Soon, Ernest learns there is a potentially untapped customer base in the east of Singapore. Meanwhile, Chien Chi Tow's 2nd-gen owner, Yen Lim, partners a digital consultation company to reinvent her ailing business. Yen wants to expand her customer base by attracting newer and younger customers. She has to rebrand the company with an improved website, eBooking system and mobile app and lastly, renovate her branches with an improved back end workflow.

Episode 2: Enhancing The Customer Experience

Customer preferences are constantly changing, and businesses must keep up. Commune is a high-tech furniture retailer that understands the importance of providing good customer experience. Together with an in-house developer, Joshua builds on the company's existing cloud-based platform with new features that helps salespeople answer complex customer queries. At the same time, freelance singer and host Audrey Lim and her fellow music-lover Caspar Francis build an immersive virtual concert experience complete with playable avatars, elaborate cityscapes and real F&B delivery. All to change the way audiences experience local live music.

Episode 3: Increasing Productivity

To enhance productivity, pork distributor Tiong Lian moved into a smart factory and kickstarted an automated production line. But brothers Larry and Kelvin Teo realise that one aspect of the operation requires upgrading – the sales department. Order taking is often prone to human error which causes losses. Larry works to develop a mobile app. YCH Group is a supply chain solutions and logistics provider. Ryan Yap, the grandson of the founder, heads the operations. After experimenting with micro-fulfilment workflows that use Autonomous Mobile Robots (AMRs) to replace the need for manual sorting and packing, he builds a new massive three-storey structure where robots have the right of way.

Episode 4: Revamping Manpower Distribution

The more staff there is, the harder for managers to coordinate their schedules. Brian Sim of stevedoring business, Indon Shipping, works with an external digital expert to create a customised backend platform and a mobile app to automate recruitment, schedule work shifts and manage job orders for 200 drivers. A humble start-up, Luce, a home maintenance company, has grown into a million-dollar business thanks to the adoption of digital solutions. But Luce wants to upgrade their manual scheduling system. With second-gen owner Jason Zhang, Luce's in-house team of engineers has developed and launched a mobile app for over 300 cleaning staff on the ground.

Episode 5: Boosting Efficiency

Time is money. From medicine to manufacturing, businesses strive for efficiency in their operations. Dr Wong Keng Mun of T32 Dental and his team of dentists have transformed the clinic chain through digital means. The traditional method of taking dental impressions is replaced by an integrated dental imaging tool, which also helps to explain the diagnosis to patients with real-time visual information. On the other hand, a glass processing company, Carlton Glass, adopts a tech tool to inspect their products. When operations get affected by constant machinery breakdowns, Rachel Syn and her brothers upgrade their production line with a high tech scanner that detects defects in glass sheets.

Episode 6: Managing Inventory

Managing stock or inventory lists is a huge responsibility for some businesses. Led by 2nd-gen owner Farzana Begum, Priboj Shipping, an established halal ship chandler, tries to digitalize her inventory system. Together with a trusted team, Farzana develops her own B2B system to streamline the ordering process for her customers. While at it, she tries to incorporate a unique value-added service. Meanwhile, at the relocation business firm CFM Alliance, Brad Street and his surveyors adopt a virtual survey application. This third party digital solution enables them to maintain accurate furniture inventory without the need for physical surveys.