

Vendor needs flexibility over licence

MY FRIEND, aged 73, is registered with the National Environment Agency (NEA) as a newspaper vendor.

Recently, he went for a knee operation and was given three months' medical leave.

He appealed to NEA to allow someone to take over his stall temporarily during his medical leave, but his request was rejected.

NEA said that the licence is personal to the holder.

My friend is disappointed and unhappy, because he could lose his customers during his absence.

I do not understand why NEA cannot allow him to appoint someone to take over his stall during his medical leave.

The agency should give him some leeway on compassionate grounds, instead of going strictly by the book.

MR DAVID KWOK NG KAN

Personal touch helps in building ties



BY KWAN JIN YAO

I READ with great interest the report, "DBS crisis management: What happened to personal touch?" (*my paper*, Aug 6).

It sums up **aptly** how DBS Bank could have better handled the frustrations of thousands of its customers and those of its subsidiary, POSB, when there was a systems breakdown last month.

The breakdown caused a seven-hour shutdown of its automated teller machines island-wide, and crippled its Internet banking, credit-card and Nets payment services for hours.

While the bank should be applauded for apologising and taking full responsibility for the incident, it could have done much

more, in terms of **disseminating** timely information and updating individuals on glitches in its system.

The fact is that DBS had failed to capitalise on technological advances to stay connected with its customers.

With the evolving corporate landscape, the onus is now on companies to stay in touch with, and cater to, their clients' needs, in order to retain their loyalty.

It has become imperative for senior management to look at ways to make customers feel more attached to a company – to infuse a human touch in corporate communications.

Clients want to be updated constantly about a company's news, and have their input valued.

In the public sector, more Singaporeans are demanding timely updates from national agencies.

PUB, the national water agency, and the National Environment Agency got **flak** recently for failing to warn residents of imminent flash floods as a re-

sult of exceptionally high rainfall levels.

Many were put off by what they viewed as seemingly **nonchalant** responses from the agencies, and asked for more concrete action from the authorities, in the light of significant damage and inconveniences posed by floods.

Organisations in the public sector should acknowledge the need for more channels of interaction, and the need for a personal touch in interacting with the public.

As Singaporeans become more informed, they will gradually seek a greater say and involvement in the public- and private-sector companies they contribute towards.

Elsewhere, poor public-relations management on the part of BP and the Obama administration over the oil-spill debacle in the Gulf of Mexico left a bitter taste in the mouths of many Americans and concerned environmentalists.

The consequences of BP's poor response to the environ-

mental disaster have proven to be negative.

It seems obvious that interactions with a human touch will benefit companies that want to build up goodwill with clients.

◆ *The writer is a full-time national serviceman who blogs about current affairs at <http://guanyinmiao.wordpress.com>*

HELPDESK 我的字典

Aptly: 恰当的 qià dàng de

Disseminating: 散播 sǎn bō

Flak: 批评 pī píng

Nonchalant: 冷淡的 lěng dàn de

WRITE TO US AT MY PAPER.
E-mail your opinions to myp@sph.com.sg
Please include your full name, address and a telephone contact number. We reserve the right to edit letters for clarity and length.



my paper

executive

SEMINAR 2

Market Insights: series 2010

Securing The Right Opportunities

Find out about the current local and international market highlights, and pick up valuable insights on investment trends – especially in high-potential tools such as Securities Lending and Borrowing. Equip yourself with the right knowledge to make informed investment decisions!

29 Aug 2010 (Sun) • 2pm - 5pm • SPH News Centre, Auditorium

Fee: \$10 nett per person (includes light refreshments)

Seminar is conducted in English. Participants stand to win lucky draw prizes.



Market Outlook on USA, China and Singapore

Joshua Tan
Economist, Phillip Securities Research
(Master of Science in Economics & Economic Philosophy)



Securities Lending and Borrowing & Technical Analysis

Henry Tjoa
Remisier, Phillip Securities
(With 20 years' experience in the financial industry)



REITS & Property Investment Opportunities In Singapore

Roger Tan
Vice President/Head of Research, SIAS Research
(A well-known investment expert)

Register now at <http://pbp.sph.com.sg/mpexec>

Closing date: 20 August 2010. Only successful registrants will be notified via email by 26 August 2010. Payment made is strictly non-refundable. By participating in this event, you consent to SPH using the information submitted as it deems fit.

Organiser: **my paper** 叻报
A publication of **sph**

Partner: **PhillipCapital**
Your Partner In Finance