



Land Transport Excellence Awards 2022

Land Transport  Authority
We Keep Your World *Moving*

AWARDS

Customer Service Category

Best Service Partner (Service Delivery)

Recognises and honours the most outstanding organisation(s) or partner(s) in land transport that have exemplified and delivered outstanding customer service.

Outstanding Service Individual (Public Transport)

Recognises and honours the most outstanding individual(s) in the public transport industry who has consistently exemplified and delivered outstanding customer service.



Award Finalist - Customer Service

Best Service Partner (Service Delivery)

GO-AHEAD SINGAPORE PTE. LTD.

Award Title : Best Service Partner (Service Delivery)

Award Criteria : This award aims to recognise and honour the most outstanding organization(s)/partner(s) in land transport that exemplified and delivered outstanding customer service.

Organisation : Go-Ahead Singapore Pte. Ltd.

Go-Ahead Singapore (GAS) is a subsidiary of the UK-based Go-Ahead Group, a multi-modal international public transport operator delivering over one billion annual journeys. Operating on a devolved management structure, we retain our ability to provide quick responses to the changing needs and conditions of a local market independently. As a local public transport operator, customer satisfaction is our top priority.

We engage with a wide range of stakeholders to understand their changing needs to adapt quickly and keep our customers satisfied with the overall experience. We collaborate with the Land Transport Authority (LTA), our international colleagues, and other organisations to implement new ideas and initiatives such as the smooth introduction of new bus types, progressive digitalisation, and inclusivity and sustainability projects.

GAS trialed Singapore's first fully electric bus between November 2016 and May 2017 to assess the suitability of electric buses for public transport in Singapore and was among the first to deploy the LTA's innovative three-door double-deck buses. In support of the LTA's Clean Energy Bus Study Workgroup, we modelled the scheduling and power consumption impacts of 60%, 80% and 100% electrification scenarios of Loyang Bus Depot. Leveraging on our experience from a trial of similar technology in the UK, GAS has fitted ultra-thin solar panels on the roof of two buses for a proof-of-concept trial in Singapore. They are used to charge the battery on the buses, reducing the load on the bus engine and consequently, fuel consumption.

Embarking on a digital transformation journey three years ago, we have been observing substantial benefits gained from going digital and how these have resulted in improved services for our customers. BC Click, our bespoke mobile application designed to digitalise day-to-day manual activities of our bus captains, has enabled more productive and flexible working arrangements as well as advanced our progression into a paperless operation. The GreenRoad telematics system installed in GAS buses continues our efforts to promote safe driving, resulting in a smoother and safer ride for commuters. The fleetwide implementation of a real-time vehicle health monitoring system instantly identifies buses that are at risk of component failure and its dashboard provides a snapshot of the health of all the buses at a glance.

GAS also introduced the 'Helping Hand' initiative aimed at enhancing the commuting experience for people with physical or invisible mobility impairments. Based on the positive feedback from our trial, the LTA has adopted the 'May I have a seat please?' identifier for rollout across all bus and MRT services.

We are committed to maintaining excellent standards, demonstrated through our customer satisfaction survey results which improve year on year, reflecting our consistently high bus reliability performance. This is coupled with our culture of sustained improvement, supported by ISO 9001, 45001 and 55001 certifications.

GAS will continue to explore new collaboration opportunities with the LTA to enhance the overall customer experience and promote the use of public transport over other modes.



Award Finalist - Customer Service

Best Service Partner (Service Delivery)

NCS PTE. LTD.

Award Title : Best Service Partner (Service Delivery)

Award Criteria : This award aims to recognise and honour the most outstanding organization(s)/partner(s) in land transport that exemplified and delivered outstanding customer service.

Organisation : NCS Pte. Ltd.

NCS is a leading technology services firm with presence in Asia Pacific and partners with governments and enterprises to advance communities through technology. Since its inception in 1981, NCS has played a part in Singapore's remarkable technological transformation. With 40 years' experience at the forefront of leading change, NCS brings together its people, clients, partners and the wider communities to realise its aspiration to make the extraordinary happen.

Combining the experience and expertise of its 10,000-strong team across 55 specialisations, NCS provides differentiated and end-to-end technology services to clients with capabilities in digital, cloud and platforms, as well as core offerings in application, infrastructure, engineering and cybersecurity. NCS also believes in building a strong partner ecosystem with leading technology players, research institutions and start-ups to support open innovation and co-creation.

NCS has achieved remarkable milestones over the years. In the 1990s, NCS played a pivotal role in the early stages of Singapore's national computerisation efforts, computerising over 193 systems for all Singapore government ministries, examples include the development of the eCitizen portal and implementation of the world's first e-filing tax system for individual taxpayers in the 2000s. Similarly over a period of more than 20 years, NCS has also collaborated and supported LTA in the development and maintenance of systems to provide easier and more convenient platforms for members of the public to interact or transact with on transport-related matters. Some examples include the development of the world's first Electronic Road Pricing system in Singapore, the Vehicle Registration & Licensing System and the online Certificate of Entitlement Opening Bidding System. NCS also helped LTA develop and maintain the award-winning MyTransport mobile app which has won many award accolades for the Authority, both locally and overseas. Lately, NCS has also supported LTA to migrate its digital services to commercial cloud, which has helped to position LTA at the forefront of adopting cloud native technologies, as well as enabled LTA to integrate agile methodology and DevSecOps approach in its application development.

To NCS, the future of Transportation is about how we bring our people, LTA and ecosystem partners together by harnessing technologies to advance our communities in moving people and moving things in a seamless and sustainable way; and create a positive journey experience for the public and private transport users.



Award Finalist - Customer Service

Best Service Partner (Service Delivery)

SBS TRANSIT LTD

Award Title : Best Service Partner (Service Delivery)

Award Criteria : This award aims to recognise and honour the most outstanding organization(s)/partner(s) in land transport that exemplified and delivered outstanding customer service.

Organisation : SBS Transit Ltd

SBS Transit is a leading public transport operator in Singapore, operating more than 220 bus routes. It also operates the North East Line, Downtown Line and Sengkang Punggol LRT systems.

At the heart of its mission are the passengers it serves and SBS Transit is driven by its vision to move people in a safe, reliable and affordable way. It strongly believes that public transport must also be inclusive by catering to persons with disabilities – both physical and invisible.

With a customer-first ethos, SBS Transit adopts a top-down approach in defining a better travel experience for its passengers making up more than three million trips daily (pre-COVID). All 11,000 employees, from senior management to frontline staff, from engineering to support, imbue the SBST CARES culture anchored by eight service standards to deliver Caring, Reliable, Safe and Secure services. Training, including experiential sessions, as well as rewards and recognition undergird the SBST CARES culture.

With customers as its heartbeat, SBS Transit constantly explores ways to put customers first and anticipate their needs. This has been reflected in the customer satisfaction scores it earned in both the Public Transport Council and the Institute of Service Excellence's surveys which outperform the industry. The number of compliments received and the awards SBS Transit garnered, including the Safe Rail Line and Safe Bus Operator of the Year, are results of its efforts which have not gone unnoticed.

To deliver reliable, safe and pleasant journeys, SBS Transit embraces technology, pursues innovation and focuses on sustainability. For instance, it employs video analytics technology to process CCTV footage to identify crowded levels and security threats to keep passengers safe at its MRT stations. It also establishes a Data Analytics Centre-of-Excellence to improve reliability which has resulted in both its NEL and DTL clocking more than two million train-km in Mean Kilometres Before Failure, which is no mean feat by international railway standards.

Even during the pandemic, SBS Transit has not let up on its commitment as it keeps Singapore moving. It diligently steps up on its cleaning and disinfection schedules of its buses and trains, interchanges and MRT stations and applies the new Electrostatic Disinfectant Spray to keep passengers safe. Working closely with government agencies such as the LTA, MOH and MOM, it has installed auto thermal sensor temperature devices as well as declaration and tracking apps on its premises to keep the community safe.

Its goal of making every journey a safe and happy one for its passengers is an unceasing one. Every day, rain or shine, employees demonstrate its CARES values that make the difference.



Award Finalist - Customer Service

Best Service Partner (Service Delivery)

SMRT TRAINS LTD

Award Title : Best Service Partner (Service Delivery)

Award Criteria : This award aims to recognise and honour the most outstanding organization(s)/partner(s) in land transport that exemplified and delivered outstanding customer service.

Organisation : SMRT Trains Ltd

SMRT Trains Ltd. (SMRT Trains) is the pioneer Mass Rapid Transit operator in Singapore. Since 1987, we have provided safe and convenient transport services to millions of commuters, and have contributed to the vibrancy of our urban landscape. Today, we operate and maintain the North-South and East-West Lines (NSEWL), the Circle Line (CCL), the new Thomson-East Coast Line (TEL) and the Bukit Panjang Light Rail Transit system (BPLRT).

SMRT Trains is focused on delivering safe, reliable, comfortable, and delightful train journeys for all commuters. We have achieved 1 million Mean Kilometre between Failure (MKBF) for NSEWL and CCL, and 100, 000 MKBF for BPLRT. This reliability performance has been sustained through renewing rail assets timely, improving operational command and control, leveraging technology to transform work processes, and continuous improvements through Kaizen.

To enhance travel experience of our commuters and to serve them better, we have redefined our service vision, with a "WeCare" framework. The four key thrusts of commuter engagement and service excellence are: 1) Accessibility & Inclusivity; 2) Care & Delight; 3) Travel Safe & Healthy; and 4) Listen, Engage, & Bond.

With the four key thrusts of commuter engagement and service excellence in mind, SMRT Trains launched the following initiatives under the "WeCare" framework:

- "Go-To SMRT" launched in April 2021 aims to make SMRT Trains' transport nodes the first place the public can turn to when they need help. Starting with 17 SMRT train stations and five bus interchanges, these Go-To SMRT stations and interchanges are also Dementia Go-To Points (DGTP) certified by the Agency for Integrated Care (AIC). To date, 50 of SMRT Trains' MRT stations and bus interchanges are "Go-To SMRT" ready.
- "SONG – Step Out N Greet" campaign was launched in our MRT network, which evolved into a "Hello Wave" initiative during the COVID pandemic with station staff waving a friendly hello to commuters to brighten their day while maintaining a safe distance.
- Created new initiatives such as the "Please Refrain From Talking" placards to further promote good social and commuting behaviour during the COVID-19 pandemic, taking commuter feedback into consideration.
- Strengthened engagement and bonding with the local community through station festive celebrations, mobile listening points, Adopt-A-Station and Kinder Learning Journey Programmes. These programmes expanded the community outreach and provided opportunities for SMRT Trains to understand commuters better.

By driving initiatives for continuous service improvements and enhancing operational reliability through the adoption of technology, we look forward to strengthen affinity with commuters and the community to promote public transport as the mode of choice in Singapore.



Award Finalist - Customer Service

Outstanding Service Individual (Public Transport)

HOE SOO HIONG
(SBS TRANSIT LTD)

Award Title : Outstanding Service Individual (Public Transport)

Award Criteria : This award aims to recognise and honour the most outstanding individual(s) in the public transport industry who has consistently exemplified and delivered outstanding customer service.

Nominee : Hoe Soo Hiong (SBS Transit Ltd)

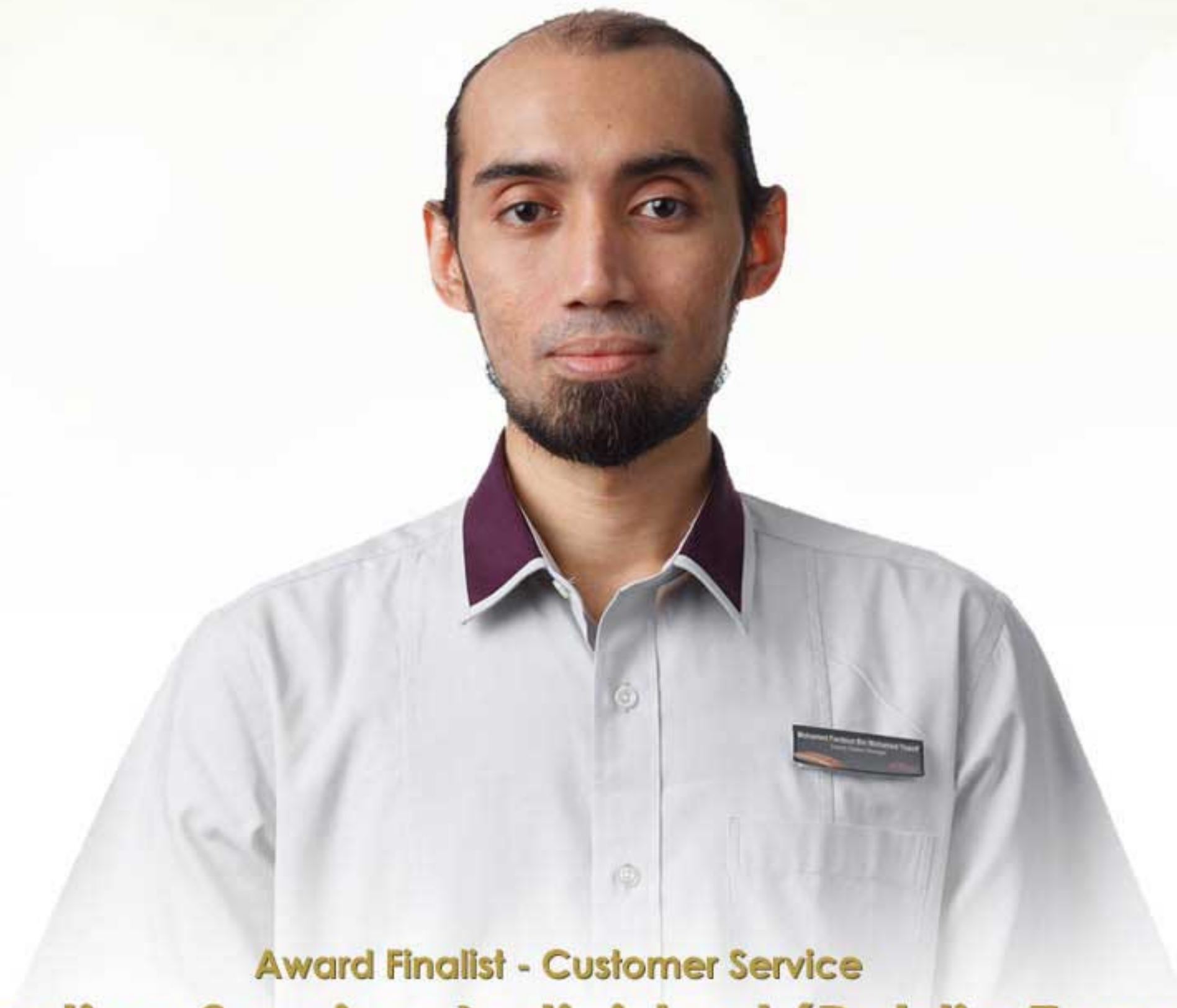
Senior Bus Captain (BC) Hoe Soo Hiong, a veteran with 46 years of experience under her belt, has been praised for her many small acts of kindness.

At 73 years old and a regular Senior BC of a feeder service, Senior BC Hoe often receives compliments and tokens of appreciation from her passengers around the Bukit Merah neighbourhood.

Besides helping fellow elderly passengers carry heavy items and assisting them to board her bus safely, she also shows extra attention to pregnant passengers and provides directions to those who need them

In July 2019, a netizen posted a photo on Facebook of Senior BC Hoe holding an umbrella to shelter passengers boarding her bus from the rain.

On another occasion, Senior BC Hoe spotted a puddle of water on the interchange floor. As it was a location with high footfall, she took it upon herself to grab a mop and dry the puddle of water so that passengers could walk safely in the area.



Award Finalist - Customer Service

Outstanding Service Individual (Public Transport)

MOHAMED FERDAUS BIN MOHAMED YUSOFF (SBS TRANSIT LTD)

Award Title : Outstanding Service Individual (Public Transport)

Award Criteria : This award aims to recognise and honour the most outstanding individual(s) in the public transport industry who has consistently exemplified and delivered outstanding customer service.

Nominee : Mohamed Ferdaus Bin Mohamed Yusoff (SBS Transit Ltd)

In a critical situation, every second counts. For SBS Transit's Deputy Station Manager, Mr Mohamed Ferdaus bin Mohamed Yusoff, it was six seconds of courage that saved a child's life.

It started just like any other day for Mohamed Ferdaus, who was patrolling the platform of the Downtown Line's Sixth Avenue Station at about 6.40pm on 24 September 2019 when suddenly, he heard a commotion.

Responding to the noise, Mohamed Ferdaus saw a woman calling out to a young child who was hanging on the outer side of the escalator. The five year-old boy had been walking along the platform behind his mother when he decided to stop and play with the upward-moving escalator handrail. As he held onto the handrail, he was left dangling at the side of the escalator.

Without hesitation, Ferdaus bolted up the moving escalator in just six seconds and reached the boy in the nick of time. He hauled the boy over the handrail but in doing so, he lost his balance and fell on the steps of the moving escalator, ending up hurting his knee.

Although he sustained cuts on his limbs and injured his knee, Ferdaus held the boy tight as he protected the child from getting hurt from the escalator steps with his own body and hit the emergency stop button. An eyewitness, Madam Tan said: "The staff member was so heroic, everyone else just stood dumbfounded." Ferdaus, you truly are a hero!



Award Finalist - Customer Service

Outstanding Service Individual (Public Transport)

**KOH LAM LEE
(SMRT BUSES)**

Award Title : Outstanding Service Individual (Public Transport)

Award Criteria : This award aims to recognise and honour the most outstanding individual(s) in the public transport industry who has consistently exemplified and delivered outstanding customer service.

Nominee : Koh Lam Lee (SMRT Buses)

Lam Lee has been a Bus Captain for 11 years and has been an excellent example of doing his job well. He always has a positive attitude and constantly strives to give his best in all his roles – Bus Captain, Mentor and Adjunct Trainer.

Once, a commuter observed Lam Lee mentoring new Bus Captains during his daily commute and commended that Lam Lee was exceptionally patient and passionate in teaching. For instance, he noticed Lam Lee pointing out the blind spots and sharing useful tips that the new captains should take note of.

Besides mentoring, Lam Lee has been complimented by many commuters for going the extra mile such as carrying heavy bags for commuters, ensuring elderly commuters are seated before moving off and always smiling despite wearing a mask. He is a good and motivational role model to his peers and colleagues.

As a Bus Captain, Lam Lee always prioritised every commuter's safety and well-being. His alertness and attention to details have benefitted many commuters in need, ensuring that travelling on public transport is not only convenient but also safe and comfortable.

Lam Lee has consistently exceeded many commuters' expectations and putting in the extra effort to give helpful tips to our trainees. Along with his pleasant demeanour and heart to serve, he is a Bus Captain that genuinely cares about the service quality of SMRT Buses and clearly demonstrated service excellence.



Award Finalist - Customer Service

Outstanding Service Individual (Public Transport)

TAY KUANG NOI (SMRT BUSES)

Award Title : Outstanding Service Individual (Public Transport)

Award Criteria : This award aims to recognise and honour the most outstanding individual(s) in the public transport industry who has consistently exemplified and delivered outstanding customer service.

Nominee : Tay Kuang Noi (SMRT Buses)

Kuang Noi's passion and pride in her job as a Service Ambassador at Choa Chu Kang Bus Interchange have provided a safe and comfortable travelling experience for our commuters.

She has great empathy for parents travelling with young children, elderly commuters and commuters with special needs. Being a grandmother, she is attentive to the surroundings, mindful to offer help whenever required. One such instance was on a rainy evening, the queues at the bus interchange were building up and snaking along the concourse area. Kuang Noi noticed a commuter with a child were looking lost. She immediately approached them and brought them to the right queue berth. When the bus arrived, seeing that the commuter was struggling to board the bus with her pram, Kuang Noi assisted to carry the pram up the bus safely. The commuter was very grateful and appreciative.

In her zeal to do her job better, Kuang Noi constantly improves herself through learning and upgrading her skillset. She goes the extra mile to understand the difficulties faced by the elderly and has undergone rigorous training on how to provide comfort and aid to persons with dementia and special needs. Her training, coupled with her ardour to help others, has aided her to identify persons with dementia on many occasions and successfully reunite them with their loved ones.

One afternoon, Kuang Noi noticed an elderly man looking lost and disoriented in Choa Chu Kang Bus Interchange. She knew immediately that he needed her assistance. Kuang Noi approached him and through their conversation, she realized that he might have dementia as he could not remember his way home. She guided him with some questions to help him recall his house address but was unsuccessful. She continued to reassure and comfort him as the elderly man was getting anxious. Fortunately, she managed to gain his trust, calm him down and get his family member's contact. Soon after, the elderly man was reunited with his family.

Kuang Noi, also known as Aunty Tay by many commuters, never fails to bring smiles on our commuters' faces and help our elderly commuters to gain more confidence when travelling with us.



Award Finalist - Customer Service

Outstanding Service Individual (Public Transport)

**ABDUL RAZAK BIN OMAR
(SMRT TRAINS LTD.)**

Award Title : Outstanding Service Individual (Public Transport)

Award Criteria : This award aims to recognise and honour the most outstanding individual(s) in the public transport industry who has consistently exemplified and delivered outstanding customer service.

Nominee : Abdul Razak Bin Omar (SMRT Trains Ltd.)

Abdul Razak is a polite and helpful staff. He always shows care and concern towards his team members. In his daily work, he will happily greet everyone and cheer people up around him.

As a maintenance staff working at stations, he is highly observant of his surroundings especially commuters who may need help and voluntarily helps them. He has received compliments for showing care and concern towards commuters and colleagues.

He was also featured in The Straits Times on 3 April 2021 for helping an elderly wheelchair bound commuter who was travelling with his daughter. The daughter was in a hurry to get her father home after his hospital appointment as she had to pick up her six-year-old child from school. He saw her frustration when other able-bodied commuters did not make way for her father to board the lift at Bishan Station, and approached them to render assistance. He got them into the lift and further accompanied them on their journey to Lorong Chuan station. He walked ahead of them the entire way while politely requesting the crowd to clear the way, held the lift doors open, and ensured they were able to board the train smoothly.

The commuter's daughter shared that Razak had provided much-needed relief during their commute.

On another occasion, Abdul Razak assisted the station staff to carry an unwell elderly man onto a wheelchair and push him to the staff room to rest. He then called the man's family members and accompanied him until they arrived. Not only did Abdul Razak helped to push the wheelchair to the taxi stand, but he had even carried the man into the vehicle.

The family was very grateful to him for his comforting words and thoughtful actions which helped to keep their elderly father calm and safe.



Award Finalist - Customer Service

Outstanding Service Individual (Public Transport)

**ARULRAJ A/L MANICKAM
(SMRT TRAINS LTD.)**

Award Title : Outstanding Service Individual (Public Transport)

Award Criteria : This award aims to recognise and honour the most outstanding individual(s) in the public transport industry who has consistently exemplified and delivered outstanding customer service.

Nominee : Arulraj A/L Manickam (SMRT Trains Ltd.)

Arulraj is a Train Captain at Ang Mo Kio Train Crew and plays an integral part in ensuring that train services on the North-South and East-West Lines are reliable and safe for passengers.

Arulraj takes pride in his job and displays exemplary behaviour among his colleagues. He continuously looks to maintain his proficiency in handling train faults so that he can respond to issues in a timely manner and minimise delays as much as possible.

His excellent service was exemplified when a train fault incident on 14 October 2021 resulted in the temporary halt of train services along half of the North-South and East-West Lines. During the incident, the train he was driving was caught in between two stations, and he had to manage thousands of passengers who were onboard. While keeping the passengers calm and reassuring their safety, Arulraj kept a lookout for passengers who may have been adversely affected by the intense situation. He had noticed an infant experiencing difficulty breathing, and immediately obtained permission to open the detrainment ramp for better ventilation. After the incident, he took the initiative to follow up on the infant on behalf of the company. While the passengers were walking on the tracks towards the nearest station, Arulraj had also carried a 3-year-old child while holding the hand of the mother to ensure their safety on the narrow tracks.

While on duty, Arulraj also looks out for lost-and-found items left behind by passengers on the trains. He has found and returned multiple passenger items, which include a laptop, EZ-link card with value, and a wallet with valuable items.



Award Finalist - Customer Service

Outstanding Service Individual (Public Transport)

CHUA JOO CHAI ANDREW (SMRT TRAINS LTD.)

Award Title : Outstanding Service Individual (Public Transport)

Award Criteria : This award aims to recognise and honour the most outstanding individual(s) in the public transport industry who has consistently exemplified and delivered outstanding customer service.

Nominee : Chua Joo Chai Andrew (SMRT Trains Ltd.)

Andrew has consistently proven himself to be a service champion amongst his peers. In his years of service, he has received many compliments on his service delivery and proactiveness in serving commuters. He believes in giving his best and never hesitates to go the extra mile to create enjoyable and memorable experiences for commuters on their journeys with SMRT.

One of Andrew's many strong traits is his keen observation skills, always staying alert and on the lookout for passengers who may require a helping hand. For example, Andrew encountered an incident in March 2021 when he saved the life of a regular commuter with special needs. Andrew noticed the man was lying on the floor unresponsively and with his first-aider instinct, he quickly checked for the man's pulse. When there was none, Andrew immediately called for an ambulance and started performing CPR. With the assistance of a passer-by, Andrew also attached on the Automated External Defibrillator (AED) to help revive the commuter. Soon after, the man regained his breathing and was taken to the hospital. Andrew did not stop there but took the initiative instead to maintain regular contact with him after the incident to ensure his well-being.

His observant, quick-thinking and thoughtful nature was what helped Andrew save a life on that day and he was awarded with the 'Community Lifesaver Award' from Singapore Civil Defence Force in May 2021.

On another occasion, Andrew had assisted a male tourist who had lost his wallet at an eatery near the station. Andrew managed to track that the wallet was taken away by another patron with the help of the CCTV footage provided by the eatery. Andrew assisted the tourist to make a police report and also provided his contact details and money to help the tourist make it back to his hotel. When the tourist got lost on his way back, Andrew again rendered his help by picking the tourist up and sent him back safely to his hotel, even though he was already off-duty.

Andrew is also a two-time Outstanding Award winner of the 'National Kindness Award - Transport Gold' conferred by Singapore Kindness Movement in 2020 and 2021.

Andrew's teammates are also inspired by his passion to go above and beyond in providing customer care and service of the highest standards to commuters.



Award Finalist - Customer Service

Outstanding Service Individual (Public Transport)

**MUHAMMAD LUQMAN BIN RAMLI
(SMRT TRAINS LTD.)**

Award Title : Outstanding Service Individual (Public Transport)

Award Criteria : This award aims to recognise and honour the most outstanding individual(s) in the public transport industry who has consistently exemplified and delivered outstanding customer service.

Nominee : Muhammad Luqman Bin Ramli (SMRT Trains Ltd.)

Luqman is an all-rounded individual who ensures the reliability and security of the station and trains, and provides exceptional service for the comfort and safety of commuters. He is alert and ever ready to lend his assistance in any instance.

With the knowledge gained through an Occupational First Aid Course, Luqman is well-equipped to handle emergencies. On 9 Jan 2021, an incident occurred on one of the LRT trains where he was able to put what he learned into action.

A male commuter had accidentally bumped into an elderly man on the train, causing the latter's arm to bleed profusely. Commuters came forward to help the injured man alight at Bukit Panjang station and requested for assistance from staff via the platform intercom. Luqman immediately responded and called an ambulance with the commuter's consent. He then rendered first aid by cleaning up the wound and controlling the bleeding while awaiting the paramedics' arrival. Luqman's care and concern had helped to keep the commuter calm.

Luqman also often brightens commuters' days by being attentive and caring towards their needs. He assists commuters who have lost valuable items such as wallets and ATM Cards, and in one instance even went out of his way to access the lift pit to retrieve a pair of airpods that a commuter had dropped through the lift gap.

Commuters are always grateful and impressed by his passion, kindness and genuine service. For this, Luqman has earned recognition through various internal and external service-related awards.



Award Finalist - Customer Service

Outstanding Service Individual (Public Transport)

**SITI SUHAILA BINTE MOHAMED ISMAIL
(SMRT TRAINS LTD.)**

Award Title : Outstanding Service Individual (Public Transport)

Award Criteria : This award aims to recognise and honour the most outstanding individual(s) in the public transport industry who has consistently exemplified and delivered outstanding customer service.

Nominee : Siti Suhaila Binte Mohamed Ismail (SMRT Trains Ltd.)

Suhaila is genuine in wanting to serve her commuters well and fulfill their needs, no matter the length of the time she has with them. From short transactions to situations that require more of her time, attention, and care, she always serves to delight commuters. Throughout her two decades with the organisation, her regular commuters and colleagues alike have described her to be a jovial individual, with a bright welcoming smile on her face.

In her years of service, Suhaila has saved the lives of several commuters. On 4 October 2019, Suhaila attended to the activation of the Emergency Communication Button on the train. She immediately carried the unconscious commuter out of the train. He was a heart patient who was on medication. She wheeled him quickly to the First Aid Room and served him water once he regained consciousness. Realising that his next-of-kin should be kept informed, she contacted and updated them on the situation. As ambulance assistance was declined, she wheeled the weak commuter to the taxi stand together with his family members who had arrived by then. A taxi was called to take him to the nearest hospital for further assessment. His daughter and wife were beyond thankful for Suhaila's timely assistance.

On 22 November 2019, a pregnant commuter was experiencing excruciating abdominal cramps. As it would have taken some time for her husband to arrive, Suhaila accompanied the commuter all the way to Kandang Kerbau Hospital to ensure the well-being of both the commuter and her baby. She took upon herself to wheel her to the taxi stand, booked a taxi and even assisted her with the registration upon their arrival at the hospital, just to make sure that the commuter was well taken of before returning to her station. Upon her discharge, the commuter returned to convey her gratitude to Suhaila for saving her and her baby, as her condition was fatal at the time.

A recipient of multiple awards, Suhaila aims to deliver the best experience to her commuters.



Award Finalist - Customer Service

Outstanding Service Individual (Public Transport)

SORRACE S/O RAMU (SMRT TRAINS LTD.)

Award Title : Outstanding Service Individual (Public Transport)

Award Criteria : This award aims to recognise and honour the most outstanding individual(s) in the public transport industry who has consistently exemplified and delivered outstanding customer service.

Nominee : Sorrace S/O Ramu (SMRT Trains Ltd.)

Sorrace is a Station Manager at Ang Mo Kio MRT Station. Managing one of the top three busiest stations in the SMRT network is no easy feat, however Sorrace' unwavering attitude ensures the daily smooth running of the station operations. He leads with service from the heart and keeps safety and security at the forefront - whether he is serving commuters or his colleagues.

His key strength is the ability to think swiftly and in a clear-headed and decisive manner under pressure. This plays a crucial role when he had to attend to a crisis involving an elderly man on 9 January 2021.

Sorrace was alerted that an elderly man had collapsed along a linkway between Ang Mo Kio MRT Station and AMK Hub Shopping Mall. Sorrace immediately informed his fellow colleagues and requested for a first-aid kit as he rushed to the scene. When he found the man in an unconscious state, he sprang into action by performing cardiopulmonary resuscitation (CPR). He also guided his colleagues to control the crowd and note details of individuals who had witnessed the incident and to call an ambulance. When the man did not respond to CPR, Sorrace also attached on the Automated External Defibrillator (AED) until the paramedics arrived.

10 days later, Sorrace was visited by the man's son who shared that his father had passed on following the incident. However, the family wanted to convey their gratefulness to Sorrace for acting so quickly in rendering assistance to their father in his final moments. The story was subsequently shared by the son on various social media platforms, as he penned his compliments for Sorrace' actions of bravery, swiftness, and integrity.

Sorrace' commendable actions were also recognised by the Singapore Civil Defence Force with a presentation of the 'Community First Responder' award in May 2021.

SMRT's senior management and colleagues have shared that Sorrace is a dependable and great mentor.



Award Finalist - Customer Service

Outstanding Service Individual (Public Transport)

TAN YING HAO
(SMRT TRAINS LTD.)

Award Title : Outstanding Service Individual (Public Transport)

Award Criteria : This award aims to recognise and honour the most outstanding individual(s) in the public transport industry who has consistently exemplified and delivered outstanding customer service.

Nominee : Tan Ying Hao (SMRT Trains Ltd.)

A role model to many, Ying Hao, a service-centric Station Manager, is one of the key personnel in the station and is responsible for the safety and comfort for all our commuters and station staff. He is ever-willing to share his knowledge and often guides his colleagues to handle our commuters in the best service-oriented way.

In an incident on 16 March 2019, he had courageously and masterfully performed Cardiopulmonary Resuscitation (CPR) and applied the Automated External Defibrillator (AED) on a commuter who had collapsed in the train. It was a high-pressure situation with many watchful eyes, but he performed well and was laser-focused on the commuter's well-being. After the commuter was conveyed to the hospital by the paramedics, Ying Hao contacted his next-of-kin and visited him at the hospital. Ying Hao's valiant efforts garnered the attention of the media, who praised him for saving a life.

On another occasion, he also assisted an elderly lady to reunite with her husband whom she was separated from while travelling. He was proactive in making public announcements, combing the entire station premises, activating the Public Transport Security Command officers, amidst other efforts in his search. Providing constant reassurance to the elderly lady was also of paramount importance to him. The couple's eventual reunion was attributed to Ying Hao's perseverance and determination to have a happy ending.

Ying Hao has consistently and continually endeavored to bring a smile to all whom he crosses paths with. His cheerful disposition, complemented by his enthusiastic yet pleasant demeanor, has enabled him to befriend many of his regular passengers; many of whom look forward to conversing with him.



Award Finalist - Customer Service
Outstanding Service Individual (Public Transport)
JAMUNAA
(TOWER TRANSIT SINGAPORE PTE. LTD.)

Award Title : Outstanding Service Individual (Public Transport)

Award Criteria : This award aims to recognise and honour the most outstanding individual(s) in the public transport industry who has consistently exemplified and delivered outstanding customer service.

Nominee : Jamunaa (Tower Transit Singapore Pte. Ltd.)

Jamunaa used to be a team leader in a local supermarket before joining Tower Transit Singapore. She was in the pioneer batch and started driving revenue service in May 2016.

Jamunaa has always been known for her excellent customer service skills and has won multiple customer service awards such as the Excellent Service Award and Transport Gold Award. She is also a 5-time winner of the Tower Transit's internal customer service award – the Star Award. Jamunaa has received numerous compliments from her passengers. While she was on duty one day, Jamunaa assisted a delivery rider who fell on the road. The incident was also captured on video and shared on social media, garnering a lot of positive responses from the public.

Apart from taking care of her passengers well, Jamunaa also has a reputation for regularly showing care to her fellow colleagues. She has been elected as one of Tower Transit's member representatives in the union. On regular days during her meal break, Jamunaa would always make an effort to make small talk with other Bus Captains, just to find out how they are doing.

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