

For Immediate Release

Studio M Increases Productivity To Enhance Guest Experience

Singapore, 31 March 2015 – Studio M has partnered the newly-launched Hotel Productivity Centre (HPC) to increase productivity for its front desk and housekeeping services. Studio M is the first hotel in Singapore to work with HPC, which is designed to be a one-stop resource to help hotels address challenges through productivity and innovation solutions.

“Due to overwhelming staycation demand at Studio M, especially during weekends, it is not uncommon to see long lines of luggage at the reception. While this may be a good problem for hoteliers, it compromises comfort for our guests who have to wait to be served,” said Mr Pjey Mayandi, Hotel Manager of Studio M. “The design of the front desk, being an island shaped and 360°, also has challenges when we have to handle large crowds.”

Studio M will be working with Republic Polytechnic (RPY), who is the appointed Singapore Tourism Board (STB) centre for HPC, to find a sustainable solution to address the hotel’s front office, housekeeping and reservations challenges.

“In a climate of increasing competition and labour shortage, it is important for hotels to find a holistic solution to address challenges. Together with HPC, we aim to achieve an innovative and effective solution to enhance overall guest experience,” said Bhupesh Yadav, Chief Business Administration Officer for Millennium & Copthorne Hotels plc (M&C).

Costing more than \$80,000, this inaugural project will be fully funded by grants and will take 23 weeks to complete. This project will analyse current processes and identify factors attributing to the challenges. HPC will then look at redesigning system approaches to facilitate and improve processes.

Studio M Hotel is part of M&C, which owns five hotels in Singapore. M&C is the London-listed subsidiary of City Developments Limited (CDL), a property giant listed in Singapore. Both CDL and M&C are members of the Hong Leong Group of companies.

For media queries, please contact

Joanne Koh
Manager, Group Corporate Affairs
Hong Leong Group Singapore
Tel: (65) 6428 9307
Email: joannekoh@cdl.com.sg