

For Immediate Release

M&C Embarks On Productivity Drive To Increase Efficiency

Singapore, 7 April 2015 – Millennium & Copthorne Hotels (M&C) has embarked on major three initiatives with government agencies to address the vital issues of productivity and manpower shortage in the hospitality industry.

Leveraging on funding programmes by the Singapore Tourism Board (STB), M&C has launched the projects to enable staff to upgrade skills and enhance overall guest experience through innovative practices.

One of the three initiatives is a partnership of M&C's Studio M Hotel with Hotel Productivity Centre (HPC) which was cited today by STB Chief Executive Mr Lionel Yeo at the Tourism Conference 2015.

Mr Yeo cited M&C's "review of several operational processes to identify chokepoints" and intention to implement solutions that are scalable across its five properties. These include a time-motion study of Studio M's front office operations to embark on necessary business process engineering.

The ultimate goal is to reduce waste in duplicate processes and hence increase front office efficiencies, he added.

To mitigate the long lines of luggage at reception caused by overwhelming "staycation" demand here, Studio M will be working with Republic Polytechnic to find a sustainable solution to address the hotel's front office as well as its housekeeping and reservations operations.

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

Mr Bhupesh Yadav, M&C's Chief Business Administration Officer said the Group's second major programme is an e-learning programme which is being finalised with the help of grants from STB.

"It's aimed at scaling up training efforts for staff while achieving greater flexibility in scheduling training and optimising manpower deployment. It complements M&C's existing face to face training as a blended approach which will be the new norm," he said.

"With increasing competition and labour shortage, we are constantly looking at ways to enhance overall guest experience. This includes working with STB on innovative practices and rolling out initiatives to upgrade employee skills," said Mr Yadav who also oversees the US and Asia operations of M&C, Singapore's largest hotel owner operator.

M&C's technology partner, eUniversity, will work with corporate and hotel human resource departments to conduct road-shows at the five Singapore hotels to help employees better familiarise and benefit from the wide range of specially customised training programmes.

Mr Yadav, who was speaking at the side lines of the Tourism Conference 2015 today, said the third initiative is a management training scheme for sales – a programme that is aimed at growing the talent in its management pool.

At the same conference Minister S Iswaran stressed that, “It is important that we continue to enhance and deepen the capabilities of our tourism sector. In that regard, STB will increase its support for the industry to adopt innovative practices and products that can take the sector to new heights.”

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. In Singapore, it has five hotels with over 2,300 rooms: Orchard Hotel, Grand Copthorne Waterfront, M Hotel, Copthorne King’s and Studio M.

If M&C’s hotel assets are counted with its parent Hong Leong, the Group’s total would rise to eight hotels with over 3,200 rooms and another 900 rooms in the pipeline. Globally Hong Leong Group has over 150 hotels in 24 countries with over 36,000 rooms.

For media queries, please contact

Gerry De Silva
Head, Group Corporate Affairs
Hong Leong Group Singapore
Tel: (65) 6428 9308 / 9731 7122
Email: gerry@cdl.com.sg

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