



SingEx implements Salesforce Sales Cloud to move closer to full digitalization

Through its partnership with Capgemini, SingEx transforms its customer and sales management processes to stay ahead of the curve and drive actionable insights

Adapting to digital expectations

Conventions and exhibitions provide people and businesses with a prime opportunity to meet, exchange ideas, be exposed to new interests, and expand their networks. Of course, getting these events set up, keeping them running smoothly, and allowing attendees to focus on learning and participating is a substantial challenge. This is where organizations such as SingEx come in.

For the past 20 years, SingEx has played a leading role in the development of the MICE industry in the Singapore and Asia-Pacific markets. As SingEx continues to drive efficiencies and develop new go-to-market strategies, its digital transformation journey will accelerate the group's growth potential in the global MICE market and foster best-in-class sales behavior.

Today, the SingEx Group has 270 employees, supported by regional offices in China, India and Indonesia. Its Venue Business specializes in the management of Meetings, Incentives, Conventions and Exhibitions (MICE) facilities and has been managing the Singapore EXPO Convention and Exhibition Centre since 1999, and its convention wing, MAX Atria, since 2012. The venues host more than 600 events and attract over six million visitors annually.

Its Events Business owns, develops and manages a series of new-to-market trade exhibitions and conferences in Singapore and key emerging markets, backed by a portfolio of award-winning trade conferences and exhibitions such as the world's largest Singapore FinTech Festival and Industrial Transformation Asia-Pacific – A HANNOVER MESSE event.

Overview

Client: SingEx Holdings Pte Ltd

Region: APAC

Sector: Meetings, Incentives, Conventions, and Exhibitions (MICE)

Client challenge:

As part of its efforts to transform its business, SingEx wanted a solution to integrate multiple customer databases, drive sales efficiency and build deep customer understanding and loyalty

Solution:

SingEx partnered with Capgemini to adopt a Salesforce framework with the intent of providing its sales teams with a 360-degree view of the customer in real time

Benefits:

- Improved sales team productivity
- Improved visibility of sales tasks for managers
- Sales managers have better visibility of sales tasks to help them prioritize deals
- Better account management due to the integration of multiple customer databases
- Faster decision making due to more readily available data
- Enhanced compliance and data transparency



Salesforce brings the sales team closer to its customers

As it prepared to launch this initiative, SingEx selected Capgemini as its partner for the transformation of its customer relationship and sales management processes. Working hand-in-hand with stakeholders at SingEx, Capgemini's design team conducted in-depth user research and a series of workshops that helped clarify the most critical transformation objectives and requirements. Following this, a collaborative team that included a variety of additional partners developed a Salesforce-based CRM system that could be integrated into SingEx's marketing, registration and digital channels.

Collaborative success

The solution, which is built and hosted on Salesforce's Sales Cloud, provides sales users with an enhanced view of the customer by capturing leads, improving account and opportunity management, and enhancing sales forecasting, among a variety of other capabilities. Since the rollout in August 2018, SingEx has expanded its access to real-time sales data, making its business decisions faster and better informed. Capgemini additionally supported SingEx's digital and technology teams through the implementation of a cultural shift that has made it easier for employees to adopt new digital ways of working. The change management initiatives have ensured that SingEx employees have the tools and knowledge required to operate more effectively.



In our journey towards digitalizing our business, we wanted to work with a best-in-class partner who brings skills beyond technology. In Capgemini, we found a strategic partner with enhanced capabilities in user experience, design and change management.

Rizwan Hazarika

Chief, Digital and Technology Office, SingEx

About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of over 200,000 team members in more than 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion.

Learn more about us at

www.capgemini.com

About SingEx Group

The SingEx Group comprises four closely linked companies that collectively provide a comprehensive range of integrated solutions for venue management and consultancy, exhibition and conference concept development and organising services; and international trade event related ventures. The companies under the group are subsidiaries of SingEx Holdings which is wholly owned by Temasek Holdings, one of Singapore's largest investment holding companies. Its events arm, SingEx Exhibitions, owns, develops and manages a series of new-to-market trade exhibitions and conferences in Singapore and key emerging markets. The events span across various industries including urban solutions, logistics, information technology, healthcare and commodities.

Among the more than 20 new-to-market events produced are the Singapore FinTech Festival, the world's largest of its kind; and CaREhab, a unique medical event that goes beyond the boundaries of just a medical consumables and equipment show to unite professionals in neurorehabilitation, geriatrics, paediatric rehabilitation, pain management, community rehabilitation, sports therapy, ground-breaking technology, home care and more. SingEx Venues specialises in the management of Meetings, Incentives, Conventions and Exhibitions (MICE) facilities and has been managing the Singapore EXPO Convention and Exhibition Centre since 1999, and its convention wing, MAX Atria, since 2012. The venues host more than 600 events and attract over six million visitors annually.

Learn more about SingEx at

www.singex.com

People matter, results count.

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