



GRACE NG, deputy vice-president of the International Trade Institute of Singapore, was in Barbados last week to speak at a private sector consultation to discuss the UNDP's Private Sector Commission Report, Unleashing Entrepreneurship: Making Business Work for the Poor. (RC)

Service excellence 'pillar of robust growth'

BARBADOS' NATIONAL INITIATIVE for Service Excellence (NISE) has been applauded as a move in the right direction.

This came from Grace Ng, deputy vice-president of the International Trade Institute of Singapore, who was in Barbados last week at the invitation of the United Nations Development Programme (UNDP).

Ng said service was one of the pillars of Singapore's robust growth and it was a good strategy for Barbados to follow.

The trade official told the **BUSINESS AUTHORITY** that Singapore's initiative on service excellence was a two-pronged approach, starting in their public sector.

Ng said their Public Service 21 was aimed at delivering first-class service by the public sector to its primary customers – the citizens of Singapore.

Part of that first-class service is a set of service standards which promoted quickness and efficiency; for example, a phone call must be answered within two rings, and email replied to within the same day or the next working day.

She added there was a service excellence award for private sector companies, presented by Singapore's government – the award included a postage stamp denoting their awards, which companies could affix to their letterheads and promotional materials.

Ng thought that Barbados and Singapore could learn from each other "rather than reinventing the wheel".

The Singaporean was in the island to speak at a private sector consultation organised by the UNDP in collaboration with the Caribbean Export Development Agency. (CH)