High-tech boost
MyRepublic is future-proofing its business for the next decade with technology adoption and a customer-centric approach

In an industry that is demanding ever more from its customers, and as the latest technology is evolving to enable disruption, we are always embracing the latest and evolving to rise above the competition in the next decade by doing what it takes best: deploying cutting-edge technology and delivering value to its customers.

Mr Eugene Yeo, MyRepublic's chief operations officer, elaborates: "Technology plays a huge part in enabling us to set ourselves apart from our competitors. But we're not just about innovative solutions — we're always embracing the latest technology and delivering value to our customers.

This is why we were so excited when we heard about TelcoTech. We knew it had the potential to revolutionise the customer service experience.

The single omnichannel interface designed to manage orders, automate "touch"-to-earn processing flow, and automate order closure system, meaning we can now offer our customers a seamless and efficient service experience from the moment they contact us until the very last interaction.

This is because we never take anything for granted and always strive to stay a step or two ahead in the industry through market research, strategic planning and continuous improvement in our process and technology.

MR FRANK CHEN, managing director, A-Plus Automation

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As a customer-focused and customer-centric company, we are always looking at how we can use technology to enhance the experience of our customers. We have invested heavily in technology to ensure that our customers have the best possible experience.

The mobile solutions team at MyRepublic identifies ways to enhance the digital customer experience.

The challenge we are facing in the logistics sector is in having adequate manpower. We can keep increasing the area of our warehouses to meet the demand, but we still need manpower, which we hope to address by tapping into high-tech capabilities. While it is important to grow the business, I believe it is more important to invest in people.

MR NEO CHEOW HUI, chief executive officer, GKE Corporation

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The proliferation of mobile virtual network operators and pricing competition are challenges in our industry, but we are trying to compete in a more meaningful way with technological and product innovations as well as finding out what sort of value we can bring to our customers.

To adapt to the challenges presented by technological changes, we have built two research and development centres with around 100 engineers and experts to monitor these developments.

We can then incorporate the latest trends in our solutions for our partners and customers.

MR EUGENE YEO, chief operations officer, MyRepublic

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We encountered many challenges that might have threatened the survival of our company over the years, and we've not only survived but also thrived. This is because we never take anything for granted and always strive to stay a step or two ahead in the industry through market research, strategic planning and continuous improvement in our process and technology.

MR ROYDIE HAM, managing director, A-Plus Automation

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