

SINGAPORE'S FASTEST GROWING COMPANIES 2020

# High-tech boost

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

In an industry mired in price wars and declining profit margins, mobile and broadband services provider MyRepublic — named one of Singapore's fastest-growing companies in a study compiled by The Straits Times and global research firm Statista this year — will continue to rise above the competition in the next decade by doing what it does best: deploying cutting-edge technology and delivering "true value" to its customers.

Its chief operations officer Eugene Yeo, previously the company's chief information officer, elaborates: "Technology plays a huge part in enabling disruption, and as a company, we are always embracing the latest technology and evolving to compete better. We stay ahead of the tech curve and if there is something new and cool, we want to be the first to implement it."

**TECHNOLOGICAL FIRSTS**  
Embracing the cloud, open source and disruptive technology has kept the innovation-driven company at the forefront of the telecommunications digital transformation scene.



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

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**Presence in 4 countries**

Singapore, Australia, New Zealand and a franchise office in Indonesia

**3 months to deliver new product to market**

As poor customer service is a common gripe for telco customers, the company intends to enhance its live chat service by adding a robotic process automation (RPA) powered chatbot this year. It is capable of performing the same functions as a live agent, such as customer identity authentication, and resolving issues such as service disruptions caused by infrastructural outage or user account suspension.

An enhanced MyRepublic mobile application will also enable customers to access the tools they need and find solutions to basic problems.

In a further bid to understand its customers and their needs better, the company is also applying predictive data models that will use big data to help it make better business decisions. It has been reported that the company has amassed a central data repository from which its divisions can pull queries in real-time.

"We have a data science team that is analysing all our data and trying to understand how satisfied our customers are. The results present an accurate picture of the lifetime value of every customer and how

much we should invest to retain them," Mr Yeo explains.

And while the company is looking at enlarging its regional footprint, Mr Yeo says MyRepublic is also looking into exporting its proprietary technology: "We are going to start looking into this new line of business to help other operators in the region."

**Visit myrepublic.net for more information.**

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**MR EUGENE YEO,**  
chief operations officer, MyRepublic

# Secrets to success

Leaders behind some of today's fastest-growing companies share how they tackle challenges and disruption in today's economic climate




PHOTO: GETTY IMAGES




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 leave anything to chance 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, BR Metals




While we have encountered a manpower shortage in Singapore, we managed to resolve this by recruiting capable Malaysian engineers in our factory in Malaysia. We leveraged modern technology and Internet connectivity to seamlessly communicate with them, allowing us to conduct meetings and complete our tasks while they are stationed there.

**MR RODNEY HAM,**  
managing director, A-Plus Automation




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



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.

**MR EUGENE YEO,**  
chief operations officer, MyRepublic



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 DUTCH NG,**  
chief executive officer, i-Sprint Innovations

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