AI PLAYBOOK

Hospitality And Consumer Business Sectors

An AI adoption guide for companies in the Hospitality and Consumer Business sector, featuring sector-specific examples to enhance customer experiences and drive operational excellence.

ntuc

NTUC'S AI-READY SG INITIATIVE

INTRODUCTION

NTUC's AI-Ready SG is an initiative driven by NTUC Job Security Council to help workers thrive in an AI-enabled future. Working with tripartite partners, AI-Ready SG consolidates AI initiatives for both workers and employers, equipping workers with AI relevant skills, supporting companies in business transformation and job redesign for better worker outcomes, and improving job matching so workers can access better opportunities; thereby contributing towards a fair transition for workers amid AI adoption.

This playbook is designed to guide workers and companies in navigating the AI-enabled economy. It shares resources, strategies, and success stories that illustrate how job redesign and upskilling in AI can raise productivity and benefit both workers and businesses.

SUPPORTING OUR WORKERS

TRAINING & UPSKILLING SUPPORT

AI is reshaping the way we work, creating new opportunities for workers. By upskilling in AI, workers gain confidence in using AI tools and can take on AI-augmented roles. NTUC is committed to ensuring every worker has access to AI training, regardless of background or experience. Through NTUC LearningHub's broad-based and role-specific AI courses (supported by SSG funding), AI upskilling is made accessible and affordable.

▶ Broad-based AI Skills Training

NTUC LearningHub's curated broad-based courses build essential AI and critical thinking skills for professionals across industries. Participants learn practical generative AI skills, including prompt engineering and business applications, alongside sector-specific use cases to support effective decision-making in an AI-enabled workplace.

▶ Role-based AI Skills Training

Leaders	Marketing Professional	Finance Professional
Courses that focus on equipping leaders to lead AI-driven changes, implementing AI strategies and making data-driven decisions.	Courses to equip marketing professionals with practical AI skills to enhance creativity and campaign performance.	Courses that help finance professionals harness generative AI for smarter decision-making and work automation.

Visit NTUC LearningHub's website to find out more!

https://www.ntuclearninghub.com/ai-playbook/hcb

Union Training Assistance Programme (UTAP)

NTUC members can defray the cost of AI courses and AI tools through UTAP, with **50% support on unfunded cost***.

Unfunded cost refers to the balance fee payable after applicable government subsidy. Prevailing funding caps apply.

For more information on eligibility and how to claim your benefit, please visit:
ntuc.org.sg/uportal/programmes/union-training-assistance-programme

NTUC LearningHub Learning eXperience Platform (LXP)

A one-stop online learning platform, which offers timely, bite-sized and quality content to upskill anytime and anywhere.

Discover more at ntuclearninghub.com/lxp

EMPLOYMENT SUPPORT

Navigating career transitions and finding the right opportunities can be challenging in a rapidly changing job market. As AI reshapes jobs and skills, employment support for workers must harness AI and evolve alongside the technology. NTUC is committed to supporting workers at every stage of their career, providing practical resources, personalised guidance, and innovative tools and solutions to better meet workers' evolving needs.

NTUC AI Career Coach (AICC)

The **NTUC AICC** is a one-stop AI-powered platform that helps workers at every stage in their job search journey to assess their career readiness, pinpoint skills gaps, and explore pathways to upskill or pivot into in-demand roles.

Receive your personalised career support at aicareercoach.ntuc.org.sg/dashboard

NTUC e2i's Career & Job Centres

e2i operates **Career and Job Centres** across the island that offer personalised career coaching and job matching services to support jobseekers in navigating the job market. Through tailored guidance and job matching, e2i helps jobseekers identify suitable opportunities, address skills gaps, and make informed career moves as jobs and skills evolve in the AI-enable economy.

For location details and operating hours of e2i Career Centres and e2i Jobs and Skills Centres, please visit:

e2i.com.sg/locations/

Make an appointment to meet a career coach today:

https://e2i.sg/jobmatching

ENABLING BUSINESS AND WORKFORCE TRANSFORMATION

AI TRANSFORMATION

AI is a key driving force of today's industrial transformation. As industries transform, AI is also creating opportunities for workers to take on safer, smarter, and higher-value roles. Across the world, AI is reshaping jobs, reducing repetitive tasks and enabling employees to focus on higher value-added tasks.

To help workers and businesses embark on this transformation, NTUC acts as a strategic enabler through tripartite collaboration:

Collaborative Strategy Design
Bringing the labour movement, employers, and government partners together

Workforce Integration
Aligning technology adoption with job redesign and upskilling

Guided Transformation
Using proven tools like the Operations & Technology Roadmap (OTR)

NTUC supports companies in business and workforce transformation, upskilling, and job redesign, including AI adoption through the Company Training Committee (CTC) and grant funding. In turn, workers benefit from better career prospects and wages through skills allowances, wage progression, and career development plans. This approach enables companies to embed AI into their operations to boost productivity while creating better jobs and better job prospects for workers.

The next section outlines NTUC's resources and services to help companies kickstart their AI transformation journey.

GETTING STARTED ON AI TRANSFORMATION

The NTUC AI Transformation Blueprint offers a step-by-step framework to assess AI readiness (via the AI Readiness Index), provide tailored consultations, develop a customised AI Operation and Technology Roadmap, identify training and talent needs, and access CTC and grant funding to implement AI.

Here is how companies can leverage NTUC's ecosystem of resources to get started:

1. AI-Readiness Assessment

Complete a 3-minute AI assessment to receive a personalised report on your organisation and workforce's current AI readiness and identify key gaps to reach your desired state.
▸ **http://ntuc.airi.sg**

2. Consultation

Receive consultation from NTUC's Industry Training Officers (ITO) who will guide you through your transformation journey, connecting you with the necessary help and resources to achieve your goals.
▸ **https://www.ntuc.org.sg/jsc/contact-us**

3. AI OTR

Partner us to build a future-ready business and workforce by developing a customised AI Operation and Technology Roadmap (AI OTR). This process identifies suitable resources including AI solutions and training to support business growth and manpower transformation.

4. AI Training

NTUC LearningHub offers customised learning solutions and Learning eXperience Platform (LXP) courses, with various government funding of up to 90%.

5. Talent & Job Redesign

e2i provides access to funding support and programmes that make upskilling, reskilling and job redesign more affordable and practical for SMEs.

6. AI Solutioning

Collaborate with NTUC ecosystem solution partners to scope AI application projects to solve business challenges and drive AI adoption effectively.

7. NTUC CTC & Grant

Form a Company Training Committee (CTC) with us and drive business and workforce transformation through AI skills upgrading, job redesign, and AI solution adoption with CTC funding of up to 70%.

Read about how some businesses have tapped on the CTC and grant to transform their business and workforce in this playbook.

THE AI OTR METHODOLOGY

The **AI Operation & Technology Roadmap (AI OTR)** is a structured, forward-looking framework that helps companies align their business objectives, technology plans, and workforce strategies. Unlike conventional transformation efforts that focus purely on identifying technology, OTR emphasises on cross-functional collaboration, ensuring alignment between leadership, operations, and technical teams.

Understanding the Need for Change

OTR helps companies anticipate industry shifts, assess their impact on competitiveness, and clarify the business objectives driving AI adoption. Through facilitated workshops, leaders and employees co-create purpose-driven AI initiatives aligned with strategic priorities and workforce needs, ensuring AI adoption is guided by intent, not technology.

Mapping Digitalisation and AI Opportunities

With clear objectives, companies identify high-value AI and digital opportunities aligned to business needs. Facilitators help prioritise initiatives based on impact, feasibility, and readiness, ensuring resources deliver meaningful outcomes for both businesses and workers.

Charting the Path Forward

The OTR culminates in a time-bound AI roadmap that aligns business vision, technology adoption, and workforce development. Anchored by a strong workforce transformation plan, it equips employees with the skills and mindset for AI adoption. Through this process, organisations embed AI into how they plan and operate, ensuring a human-centric and future-ready transformation.
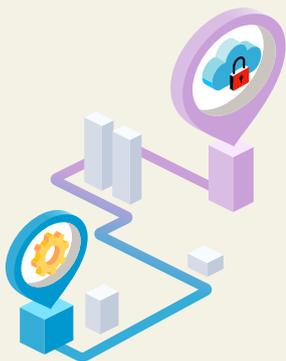
Sustaining Transformation Through Ecosystem Collaboration

Sustainable AI transformation is enabled by Singapore's tripartite ecosystem. As a key connector, NTUC links companies to funding, training, and capability-building support which ensures AI roadmaps translate smoothly from strategy to implementation.

"

Thank you to the NTUC IT&T & UWEEI team for partnering with us to shape our 2030 AI and digitalisation roadmap. The workshop's methodology was instrumental in helping our team to form a unified roadmap by uncovering blind spots, spark meaningful discussions, and connect insights across various functions. Through the workshop, we gained clarity and alignment that will guide us forward. We see this not as the end, but the beginning of a deeper collaboration, and we look forward to continuing this partnership as we transform our workforce for the future.

**Mr Balamurali Kumar V,
Senior Director, Manufacturing Excellence
STMicroelectronics**

"

Through the AI Roadmap OTR, we gained clarity on where AI can create the greatest impact for SSMC. The structured process helped us identify opportunities, prioritise initiatives, and align our teams. We didn't just chart our unique roadmap, the process also helped align our people to move forward with confidence. We extend our sincere thanks to UWEEI and NTUC for bringing us through this process!

**Mr Lim Soon,
Chief Executive Officer
Systems on Silicon Manufacturing
Company**

(A Joint Venture of NXP & TSMC)

AI TRAINING TO UPSKILL WORKERS

As AI becomes more pervasive, building employees' skills and confidence is a business imperative. AI capability enables workers to adapt faster and perform better, while helping businesses drive productivity, innovation and competitiveness.

▶ NTUC LearningHub Learning eXperience Platform (LXP) Enterprise

LXP Enterprise is a one-stop digital learning platform that enables businesses to identify skills gaps, deploy targeted training and track workforce progress using expert-led online courses. Employees can learn anytime to build job-ready digital, technical and adaptive skills, while earning certificates upon course completion.

Meet your corporate training needs with LXP Enterprise
https://www.ntuclearninghub.com/lxp/enterprise

▶ NTUC LearningHub AI Programmes and Courses

NTUC LearningHub offers a comprehensive suite of AI programmes, from foundational AI literacy to role-based training for functions such as Marketing, Finance, and Sales. NTUC LearningHub also provides sector-specific AI modules that enable organisations to apply AI effectively within their industry.

Partner NTUC LearningHub to enhance your workforce's AI capabilities and readiness today. https://www.ntuclearninghub.com/ai-playbook/hcb

TALENT & JOB REDESIGN

As more companies adopt AI, job scopes, talent needs, and skill requirements change. NTUC supports companies with programmes and funding for job redesign and reskilling, while helping them access the right talent needed for emerging roles.

▶ Hiring & Recruitment services

e2i offers one-stop, personalised support for companies' manpower and training needs. e2i will work with you to identify your requirements, assist in outreach and screening of potential recruits, and connect you with shortlisted candidates.

For more information, please visit https://e2i.sg/manpower

▶ Career Conversion Programmes (CCPs)

CCPs provide employers support to broaden their talent pool by reskilling mid-career new hires and/or existing employees into growth jobs with longer-term prospects and opportunities. These may include roles that are redesigned or newly created due to digitalisation or AI adoption.

For more information, please visit https://e2i.sg/ccp

For new hires
Salary support for the duration of On-the-Job Training and any facilitated training:
- Up to 70% of monthly salary (capped at $5,000/month)
- Up to 90% of monthly salary for mature workers (≥40 years old) or long-term unemployed (capped at $7,500/month)

For existing workers (redeployment / reskilling)
- Support for Job Redesign Reskilling (JRR) to enable workers to take on growth job roles that could include AI-related skills

COMPANY TRAINING COMMITTEE GRANT (CTC GRANT)

The NTUC CTC Grant, managed by e2i, supports companies with CTCs in driving business and workforce transformation, including AI adoption. It helps businesses boost productivity and competitiveness while enabling workers to develop skills, take on higher-value roles, and access better wages and career opportunities.

As of Sep 2025, NTUC had approved **over 700 NTUC CTC Grant projects** across various industries, of which over 70 are AI focused projects. Through the CTC Grant, close to 10,000 workers have been upskilled and enjoy better wages and work prospects.

Funding Parameters

Eligible companies that form CTCs can receive up to 70% funding support for qualifying project costs including (but not limited to):
- In-house or external training (non-SSG supported) tied to transformation project
- Equipment and software essential to job redesign
- Consultancy services

Qualifying items are assessed based on whether they drive better business and worker outcomes. These include (but not limited to):
- **Enterprise Transformation:** Enhance business capabilities, innovation, and/or productivity
- **Workforce Transformation:** Better career prospects and wages for workers (Singaporeans and Singapore PRs) through efforts such as job redesign.

Worker Outcome Requirements

Applicant to commit to at least 1 of the following worker outcomes:
- Wage increase; and/or
- Recurrent Skills Allowance[1] or One-time Allowance[2]; and/or
- Implemented Career Development Plan (CDP) that is communicated to staff

[1] *Frequency can be either monthly, quarterly, half-yearly, or yearly, and amount is to be commensurate with the scale and type of project, in consultation with CTCs.*

[2] *This is applicable for projects with only training components tied to an approved CTC Grant transformation project. Amount of skills allowance is to be commensurate with scale and type of project.*

For more information on eligibility and the grant, please visit

https://e2i.sg/ntucctc

SECTORAL AI SOLUTIONS

AI IN HOSPITALITY AND CONSUMER BUSINESS SECTORS - USE CASES ACROSS HCB VALUE CHAIN

AI is transforming every stage of the Hospitality and Consumer Business (HCB) value chain not just by enabling smarter, faster, and more personalised operations, but also reshaping jobs to make work safer, less repetitive, and more meaningful. As workers gain new skills and confidence with AI tools, businesses unlock efficiencies and innovation. Here are some areas where AI empowers people and drives business outcomes:

Empowering Workforce through Technology
AI streamlines repetitive tasks and helps businesses enhance productivity, service excellence and operational performance.

Inventory, Supply Chain, and Waste Optimisation
AI improves forecasting, procurement and waste monitoring, enabling efficient stock management and sustainable operations.

Digital Commerce and Brand Presence
AI enhances online engagement through automated marketing, personalised content and data-driven loyalty programmes.
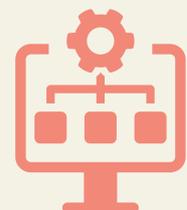
Personalised and Immersive Customer Experience
AI delivers customised experiences through smart chatbots and immersive technologies that boost satisfaction and loyalty.

Data-Driven Insights and Customer Intelligence
AI unifies data across systems to generate predictive insights that drive smarter and faster decision-making.

Operational Efficiency and Smart Management
AI boosts operations by predicting issues before they happen and automating end-to-end workflows.

AI TRAINING FOR HCB SECTORS

In addition to gaining role-based AI skills, workers across the HCB sectors can also gain sector-specific AI capabilities through NTUC LearningHub's structured training programmes. These programmes empower workers to deliver greater value in their jobs and strengthen their resilience in an evolving workforce.

NTUC LearningHub's courses are eligible for SkillsFuture Singapore (SSG) funding, absentee payroll support and Union Training Assistance Programme (UTAP) funding.

Productivity Optimisation at the Operations Level

AI in Food Services
Learn how to use data, digital tools, and AI technologies to streamline operations from the kitchen to the front of house, reduce waste, improve quality, and support sustainability and business growth through practical strategies and hands-on activities.

Cross-Border Digital Marketing & E-Commerce with AI Tools

AI in Retail
Develop proficiency in using AI tools to create marketing content, automate routine tasks, and personalise customer engagement. Learn how to integrate AI into creative workflows to boost productivity and campaign effectiveness, leveraging AI for global digital marketing and effective e-commerce.

WSQ Enhancing Events with AI

AI in Events Management
Learn how to leverage AI for smarter event planning and management by automating tasks, personalising attendee experiences, and analysing data for informed decision-making. Gain practical insights into ethical considerations and challenges in AI integration, and develop strategies to apply AI in event marketing, logistics, and audience engagement through hands-on activities.

Visit NTUC's LearningHub's website to find out more!
https://www.ntuclearninghub.com/ai-playbook/hcb

The next section demonstrates how some businesses have tapped on the strength of the tripartite partnership to embrace AI and integrate workforce upskilling into business transformation using the CTC scheme.

AI-DRIVEN TRANSFORMATIONS

▶ Redefining Event Experiences with AI-Powered Solutions

Adrenalin Group Pte. Ltd. is an integrated communications company specialising in events and MICE organisation, helping clients to amplify their brand presence locally and regionally.

Through the **Attractions, Resorts and Entertainment Union (AREU)** and the **Company Training Committees' (CTC)** grant funding support, Adrenalin Group implemented an AI-powered in-house registration system supported via **Aether Lab** to design and enhance event management efficiency and flexibility.

Upon implementation, the company achieved improved productivity through automated attendee registration and data management processes. The AI solution has also enhanced customer satisfaction by ensuring faster, more accurate and seamless event registration experiences. This has resulted in more AI implementation products being conceptualised and deployed in the following year that will be able to redefine the business and industry standards of work.

Challenges Faced	Solutions Adopted
Limited Flexibility On Registration Systems Event registration systems from third-party vendors lacked options for customisation.	**AI-powered Registration Platform** AI analyses attendee profiles and preferences to offer personalised registration options such as recommended sessions and booths for a tailored experience.
Fragmented Data Limiting Post-Event Insights Lack of data integration limited the ability to consolidate information from multiple sources, resulting in fragmented insights and limited client engagement opportunities.	**Data Aggregation For Analytics** The solution aggregates data across various touchpoints such as registration, check-in, session attendance and booth interactions. The AI then performs post-event analytics to identify patterns in attendee behavior and engagement, generating actionable insights that improve future event planning, decision-making, and client relationship management.

Training: Employees were provided with upskilling opportunities to learn and implement AI technologies, fostering an innovative and data-driven culture within the organisation. The training focused on topics such as:

- **Enhancing Digital Literacy** – Empowering staff to confidently navigate and utilise digital tools for more efficient event operations.
- **Managing AI-systems** – Enabling staff to oversee, customise, and optimise AI-driven registration processes for seamless event execution.
- **Improving problem-solving capabilities through technology adoption** – Equipping staff with the skills to creatively address operational challenges and drive continuous innovation using technology.

Job Redesign: AI adoption enabled staff to move from manual administrative coordination to higher-value roles focusing on system management, customisation, and data analytics. With the solution, they were also able to focus on delivering more value-added services while cultivating and deepening the relationship with their clients.

> "
>
> This project has not only modernised our event operations, but it has also empowered our teams to focus on things that truly matter.
>
> By integrating AI into core processes, our teams now work smarter, faster and with greater confidence. The result is a more innovative organisation that can respond quickly to any business requirements across events and activation.

**Jeremy Tan,
General Manager
Adrenalin Group**

ADRENALIN GROUP

are ATTRACTIONS, RESORTS & ENTERTAINMENT UNION

ÆTHER LAB

▶ Leveraging AI for Smart Operations and Service Excellence

Raffles Hotel Singapore is a world-renowned luxury hotel offering heritage hospitality and award-winning food and beverage experiences. Its large-scale festive takeaway operations require precision, efficiency, and timely coordination across multiple channels.

Food, Drinks and Allied Workers Union (FDAWU) through the **Company Training Committee (CTC)** and grant funding supported Raffles Hotel Singapore to implement Atlas' AI-powered operations platform. The solution integrates data across departments and automates workflows for enhanced customer interactions.

Upon implementation, the company has seen an increase in productivity through real-time data visibility, streamlined logistics, and reduced manual tasks. As a result, customer satisfaction has improved attributed to faster service, greater consistency, and more personalised engagement.

Challenges Faced

Fragmented Data and Reactive Planning
Disparate systems caused limited visibility and delayed decision-making across sales, inventory and production processes.

Inconsistent Customer Interaction
Manual handling of repetitive customer inquiries led to delays in responses.

Unoptimised Logistics
Manual route planning led to inefficiencies in deliveries and higher costs resulting from unoptimised routes and delivery schedules.

Solutions Adopted

Integrated Data Intelligence and Automated Forecasting
AI integrates data from multiple systems, providing a unified view across sales, inventory, and production. This enables proactive forecasting and data-driven planning.

Intelligent Chatbot
Natural Language Processing (NLP) tools handle customer inquiries instantly and consistently.

AI-powered Route Optimisation
The solution proposes the most efficient routes and schedules based on delivery addresses and priorities, ensuring timely deliveries and improved customer satisfaction.

Training: A targeted upskilling programme to help staff analyse AI generated insights for quality control and strategy was delivered in collaboration with NTUC Learning Hub and AI solution vendors. These programmes equipped staff with essential skills to operate and manage AI systems effectively. Topics covered were:

- **Fundamentals of AI and Data Analytics** – Equipping staff with foundational knowledge to interpret data insights and make informed, data-driven decisions.
- **Managing AI-powered customer service tools** - Enabling employees to deliver faster and consistent responses by leveraging AI chatbots and automation tools.
- **Interpreting AI-generated operational reports and forecasts** - Strengthening staff capability to analyse real-time data for proactive planning and resource optimization.
- **Operating automated logistics and inventory systems** – Empowering operations teams to manage AI-driven workflows, improving accuracy, efficiency, and turnaround time.

Job Redesign: AI adoption enabled a shift from manual and administrative work to analytical and strategic roles, introducing key changes and redesigning roles and responsibilities the staff once held, such as:

- **Kitchen Staff transitioning to Production Analysts** – Managing AI-driven inventory and predictive production planning.
- **Operations Staff transitioning to Logistics Coordinators** - Overseeing AI-optimised delivery systems.
- **Sales & Admin Staff transitioning to CRM Specialists** - Using AI insights to enhance corporate client relationships.
- **Management Staff transitioning to Customer Experience Strategists** – Leveraging AI analytics to improve service quality and guest experience.

> We are honoured to have received the support of the CTC grant and to be part of NTUC's AI-Ready SG initiative through the Atlas Kitchen project. This collaboration has enabled us to meaningfully reimagine our festive operations by streamlining processes, breaking down data silos and significantly increasing productivity across teams.
>
> More importantly, the adoption of AI has allowed our colleagues to move away from manual, repetitive tasks and focus on higher-value work that enhances quality, creativity and the guest experience. We are proud to share this journey as an example of how thoughtful AI adoption can drive operational excellence while empowering our people.

Christian Westbeld,
Managing Director
Raffles Hotel Singapore

RAFFLES
SINGAPORE

FDAWU

ATLAS

▶ Scalable Growth Through AI-Enabled Automation

Evergreen Group Pte Ltd (Evergreen) is a Singapore-based retail and wholesale company specialising in general office supplies and stationeries.

Supported by the **Singapore Manual & Mercantile Workers' Union (SMMWU)** through the **Company Training Committee (CTC)** and grant funding, Evergreen embarked on an AI-driven digital transformation initiative to enhance operational efficiency and workforce productivity supported by **U2 Asia Solutions Pte Ltd**.

Evergreen implemented a suite of AI-integrated business management systems, including automation in order processing, inventory control, and customer engagement. Upon implementation, Evergreen expects to achieve significant productivity improvements, faster order fulfillment and greater customer satisfaction through improved accuracy, responsiveness, and service quality.

Challenges Faced	Solutions Adopted
Inefficient Order Management & Inventory Control Manual order processing and fragmented inventory systems resulted in stock discrepancies and a lack of an accurate oversight of stock levels.	**Smart E-Ordering System & AI-powered Inventory and Warehouse Management System** With the solution automating order processing, manual handling is reduced by 60% while processing capacity is increased by 40%. They are also able to do real-time stock tracking, with AI forecasting reducing overstock and stockouts by 50%.
Limited E-Commerce Integration & Customer Engagement Disconnected online platforms and lack of personalised engagement hindered digital sales growth and repeat purchases due to lack of customer insights.	**AI-Driven E-Commerce Tools** AI-driven e-commerce and CRM tools automate campaigns, personalise engagement, and centralise customer data for higher conversion and retention.
Inefficient Manual Processes Manual financial tracking and workforce management slowed approvals, increased errors, and limited operational agility.	**AI-Enabled Financial Management** AI-enabled system automates budget approvals and expense tracking, improving workflow speed by 70%.

Training: Staff underwent training in AI systems management, digital operations and data analytics to support automation and decision-making. Enhanced digital literacy and multi-skilling enabled employees to adapt to new e-commerce and analytics tools. Staff were also trained to utilise AI-generated insights for inventory forecasting, sales planning, and customer engagement.

Job Redesign: With the adoption of the solution, workforce roles were redesigned to emphasise on digital adaptability and efficiency.
- Administrative roles shifted toward analytical and digital coordination tasks.
- Warehouse roles were redesigned to oversee AI-assisted logistics and fulfillment systems.
- Sales and marketing teams transitioned from manual outreach to AI-driven customer engagement and campaign management.

"

With the empowerment of AI automation, our daily operations have become more efficient and easier. Each team member can now generate more value in less time. It also enables our customers to enjoy a more satisfying service experience.

Mrs. Wee, Founder
Evergreen Group

▶ AI-powered Smart Marketing & Leads Management Solution

Established in 2013, **Smart Bed Pte Ltd** specialises in customisable furniture tailored to the needs of customers. Over the years, they have expanded their portfolio and have integrated the latest technologies to their manufacturing process.

SME Partners through the **Company Training Committee (CTC)** and grant funding supported Smart Bed to adopt a smart marketing automation and leads management solution provided by **Nicktung**.

With the solution, Smart Bed will be able to streamline their lead generation and marketing efforts to achieve higher conversions. The automation tools will also help them simplify workflows and increase productivity to achieve higher customer satisfaction and make faster data-driven decisions.

Challenges Faced	Solutions Adopted
Fragmented Customer & Lead Data	**Smart Lead Management & Prediction System**
Leads and client data were shared manually across multiple sales staff without a centralised system, resulting in duplicated outreach, missed opportunities, and inefficient manual follow-ups.	The AI-powered system captures all lead data onto a unified platform that automatically scores and assigns leads. It leverages machine learning and an LLM-powered chatbot to predict lead behavior and automate client interactions, ensuring no lead is missed and every engagement is timely and tracked. The chatbot will send to the backend. Customer contact details collected during an AI chatbot conversation are registered and transmitted to the backend system for company follow-up.
Limited Visibility Into Marketing Performance	**AI-optimised Marketing Campaigns**
Marketing activities were done manually, limiting the team's ability to adopt automation, personalisation, and omnichannel strategies. This resulted in reduced outreach and poor visibility into the effectiveness of their marketing efforts.	By leveraging AI and machine-learning tools, the system optimises marketing campaigns by predicting which content will perform best. AI-driven enhancements to email subject lines, ad copy and workflow automation ensure higher engagement, stronger conversions and more efficient marketing operations.

Training: To ensure effective implementation of the AI-powered leads management and marketing automation system, workers were trained to understand how the underlying AI systems operate. They also received guidance through the consultancy and training on how the prediction models function, enabling them to use the tools with confidence. With this training, staff are better equipped to streamline operations, interpret AI-generated insights and make informed decisions.

Job Redesign: Existing roles were redesigned to maximise the capabilities of the AI system and reflect new digital workflows.

- **Admin assistant:** Staff now focuses on customer relationship management and supports the integration of digital systems instead of coordinating schedules and doing manual reporting.
- **Sales executive:** Previously handling customer enquiries and operational issues, the staff now conducts structured feedback sessions and provides real-time performance reporting through the marketing system
- **Operation manager:** Previously focused on daily store operations and staff supervision, the operation manager now leads technological integration, using data dashboards to make informed sales and marketing decisions.

"

Before the new system, I spent most of my time coordinating schedules and manually compiling reports. With the AI-powered marketing and lead management system, I can now use digital tools to track sales performance, streamline administrative tasks and support both front-line and back-end teams more efficiently.

The automation has removed a lot of repetitive work and I've even been able to contribute to process improvements and staff development. I feel more confident, more involved an

**Tan Pek Hoon (Jessie),
Admin Assistant
Smart Bed Pte Ltd**

ntuc
sme partners

smart bed

NICK TUNG

▶ AI Partner Case Study: Powering Retail With AI

Retail businesses often struggle with everyday issues that slow them down, such as arranging products on shelves in a way that attracts customers and boosts sales, setting the right prices while considering demand and competition, and producing clear, appealing product descriptions and images.

With **Amazon Web Services'** Generative AI tools, retailers can now save time and costs, improve product visibility and engagement, optimise pricing strategies, and ultimately boost sales and profitability.

Challenges Faced	Solutions Adopted
Suboptimal Product Placement	**Product Placement Optimisation Tool**
Planning for in-store product placements manually is time-consuming and often results in suboptimal product placement, reducing visibility and shopper engagement.	AWS Planogram Management solution automates the creation of optimal, hyper-localised layouts by taking into account factors like consumer behavior and store layouts. The improved product placements result in increased product visibility and better sales.
Ineffective Product Pricing	**Price & Promotions Recommender**
Pricing optimisation is complex, requiring consideration of demand, inventory, margins, competition, and seasonality, which is difficult to determine manually.	This tool enables retailers to set prices that account for demand, available inventory, margins, and seasonality. Retailers can discover the best initial price, promotions, and markdowns so that they can better sell their inventory and maximise margins.
Time-consuming Product Content Generation	**Content Generation & Product Visualisation Tool**
Generating compelling product descriptions and high-quality images for digital commerce platforms is essential but labor-intensive. Vendor-provided photos are often generic, forcing retailers to invest in costly photoshoots to differentiate products.	This tool enables retailers to use Generative AI to create engaging descriptions and customise product imagery at scale, eliminating the need for expensive photography while maintaining brand voice and helping their products stand out.

Reach out to us and start your AI transformation journey

FOR HIRING NEEDS:

https://e2i.sg/manpower

FOR CONSULTATION:

https://www.ntuc.org.sg/jsc/contact-us

Every
Worker
Matters