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MAY DAY

AWARDS

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PARTNER OF LABOUR MOVEMENT

Crystal Wines Pte Ltd

Nominated by NTUC U SME

Crystal Wines has worked closely with the Labour Movement to improve its business and workforce productivity. It has formed a Company Training Committee (CTC) and embarked on an Operation & Technology Roadmap (OTR) to develop a customised business roadmap with their key stakeholders.

The company is in the process of a CTC Grant application to automate its sales cycle and processes for 10 local workers, with committed wage increment of 5 per cent. This will enable its workers to deep dive into sales insights from the customer relationship management system, and clients can also place orders directly on the self-ordering portal.

As part of its flexible employee benefit, Crystal Wines sponsors its employees' NTUC Membership fees to alleviate the high cost of living and enable the employees to stretch their dollar.

It has adopted the Tripartite Standards for the Age-Friendly Workplace Practices, Flexible Work Arrangements and Work-Life Harmony. The company has also practiced telecommuting, staggered working hours, and work-from-home options since the pandemic.

All confirmed employees are entitled to dental benefits and staff discount of up to 50 per cent for purchases at Crystal Wines-related entities, such as Brewerkz Restaurants, Shunjuu Izakaya and Jiak Kim House. The company also recognises long-serving and dedicated employees, and offer long-service awards every five years up to 25 years of service at their annual company events.

The company has also worked closely with NTUC U SME in creating a better workplaces, workers, and work through the NTUC In Your Workplace initiative. It has achieved 100 per cent in the Better Workplace (8/8) checklist, and 87.5 per cent in the Better Work (7/8) and Better Work (7/8) checklist.

Crystal Wines also participated in the NTUC U Women and Family's Better Workplace Programme after adopting a new workplace policy in their organisation, the Anti-Workplace Harassment policy.

As part of its Company Training Committee follow up meetings, Crystal Wines also worked with NTUC LearningHub to identify the immediate skills needs of its workers in October 2024. This led to skills such as Generative AI, Data Analytics, and Marketing Tools being identified and honed. The sponsorship of these courses is on top of the existing training support that Crystal Wines provides, such as the Certified Specialist of Wines programme.

The company has also provided regular upskilling opportunities for its employees, including knowledge on the various levels of wine, on-the-job training in their automated software, and training on automated products.