

ENQUIRY MANAGEMENT AND CUSTOMER SEGMENTATION FOR STREAMLINED SALES OPERATIONS AND DECISION-MAKING

CHALLENGE OWNER

The Challenge Owner is a Singapore based marine turbocharger service provider, specialising providing crucial maintenance and repair services for the shipping, offshore, and power generation sectors. It serves numerous companies and offshore operations worldwide, including Singapore, China, Europe, and the Middle East.

The Challenge Owner's core product and service offerings include turbocharger maintenance, repair, and overhaul (MRO), supply of genuine spare parts for various turbocharger models and provision of expert solutions to optimise turbocharger operations to minimise vessel downtime. It is committed to improving its competitive advantage by enhancing operational efficiency and delivering innovative solutions that enhance the efficiency and reliability of marine engines.

This sector wide challenge is supported by the Advanced Remanufacturing and Technology Centre (ARTC), as part of the A*STAR Advanced Manufacturing Startup Challenge 2024, focused on the theme of "Artificial Intelligence in Manufacturing". ARTC is led by the Agency for Science, Technology and Research (A*STAR), in partnership with Nanyang Technological University Singapore. ARTC's expertise in advanced manufacturing and remanufacturing accelerates the transfer of innovatio

OVERALL PERFORMANCE REQUIREMENTS

User friendly and intuitive. The solution should have a clean and simple interface that is intuitive and easy to navigate for all users.

Scalability. Solution should be scalable with potential for future deployment in the Challenge Owner's global stations.

Secure. The solution should be in compliance with the Challenge Owner's data governance framework. It should have security measures in place to protect user data and production information, and access should be strictly limited to registered users.

There are no restrictions on the geographical location of the problem solvers who may choose to apply to this challenge. However, the problem solvers who are keen to utilise A*STAR's funding for technology development must register/have registered a private limited company in Singapore.

METRICS OF SUCCESS

The solution should aim to have the following desired outcomes:

Increase in productivity. Reduction of time needed to assess genuineness of customer enquiries, freeing up 20 to 30% of the sales team's time to acquire new customers.

Increase in conversion rate. Overall increase in customer enquiries conversion rate from 35 to 45%.

Increase in revenue. Overall increase in company revenue by 10%.

POSSIBLE USE CASES

1. Making data driven decisions. Ben works in the sales department and is responsible for building customer relationships with new and existing customers. With the solution, Ben gains a comprehensive overview of all outstanding customer enquiries, prioritised based on their importance and urgency. Ben can access critical insights of the customer such as lifetime value, past transactions, any previous complaints, and outstanding payment amounts. With this detailed information, Ben can confidently prioritise qualified leads to curate the most effective follow up approaches to secure the deal. The streamlined access to customer data frees up Ben's time that he can now dedicate to acquiring new leads.
2. Seamless customer enquiry follow up. Helen oversees generating quotations for customer enquiries, including those with spare parts sales and servicing. Using the solution, she directly accesses inventory data, notices a three month wait for the spare part, and sends an interim reply to the customer. The solution continues to track this engagement and prompts the team to confirm the parts' arrival within three months and initiate a follow up with the customer, ensuring timely and proactive service delivery.

WHAT'S IN IT FOR YOU

SGD50,000 of prize money for each winner of this challenge (see Award Model)

SGD150,000 A*STAR funding for technology development*

2 year ARTC Consortium Membership (the terms of the ARTC Consortium Membership are available at <https://www.artc.gov.sg/2017/07/05/2017-artc-consortium-membership-terms-of-reference/>)

EVALUATION CRITERIA

The evaluation process shall take place over two stages. Proposals shall be evaluated based on the evaluation criteria set out for the first stage. Thereafter, shortlisted proposals shall be subjected to a second stage evaluation in the form of an interview / pitch, and the scoring shall be based on a re defined assessment criteria for the selection of the challenge finalist(s).

Solution Fit (30%)	<u>Relevance</u> : To what extent does the proposed solution address the problem statement effectively?
Solution Readiness (30%)	<u>Maturity</u> : How ready is the proposed solution to go to the market? <u>Scalability</u> : Is there any evidence to suggest capacity to scale?
Solution Advantage (20%)	<u>Quality of Innovation</u> : Is the solution cost effective and truly innovative? Does it make use of new technologies in the market, and can it potentially generate new IP?
Company Profile (20%)	<u>Business Traction</u> : Does the product have user and revenue traction? <u>Team Experience</u> : Do the team members possess strong scientific/technical background?

AWARD