

CIVIL SERVICE CONFERENCE 2019

Fostering Smart Collaboration and Sustainability

RHYMIN & PARTNERS

*We help individuals and businesses
become more productive*

Fostering Smart Collaboration and Sustainability

Agenda

The Story

The Learnings

Ideas moving forward

WON the EXCELLENT CIVIL SERVICE AWARD 2016 (ANUGERAH CEMERLANG PERKHIDMATAN AWAM)



Receiving Award from
His Majesty the Sultan and Yang DiPertuan Negara Brunei Darussalam
for Anugerah Cemerlang Perkhidmatan Awam 2016
– Private Sector Category, Silver Award (Top for 2016)



QUEUP

RHYMIN & PARTNERS

We help individuals and businesses become more productive

INTRODUCTION

Sairul Rhymin C.A. Mohamed, Founder and CEO
T: 2450710 M: 8713663 E: rhymin.cam@rhyminpartners.com

CREATOR OF



About Rhymin & Partners

RHYMIN & PARTNERS

COACHING AND CONSULTANCY

We help individuals and businesses become more productive.



Millions trained globally.
Certified Trainers since 2014.
Brunei Darussalam
and Malaysia.



Millions trained globally
as well as Brunei Darussalam



New in 2019
Trained EGNC
Pragmatic & Practical



Since 2017
60,000 downloads
Reduce waiting time
Saves 1000 mandays/mth



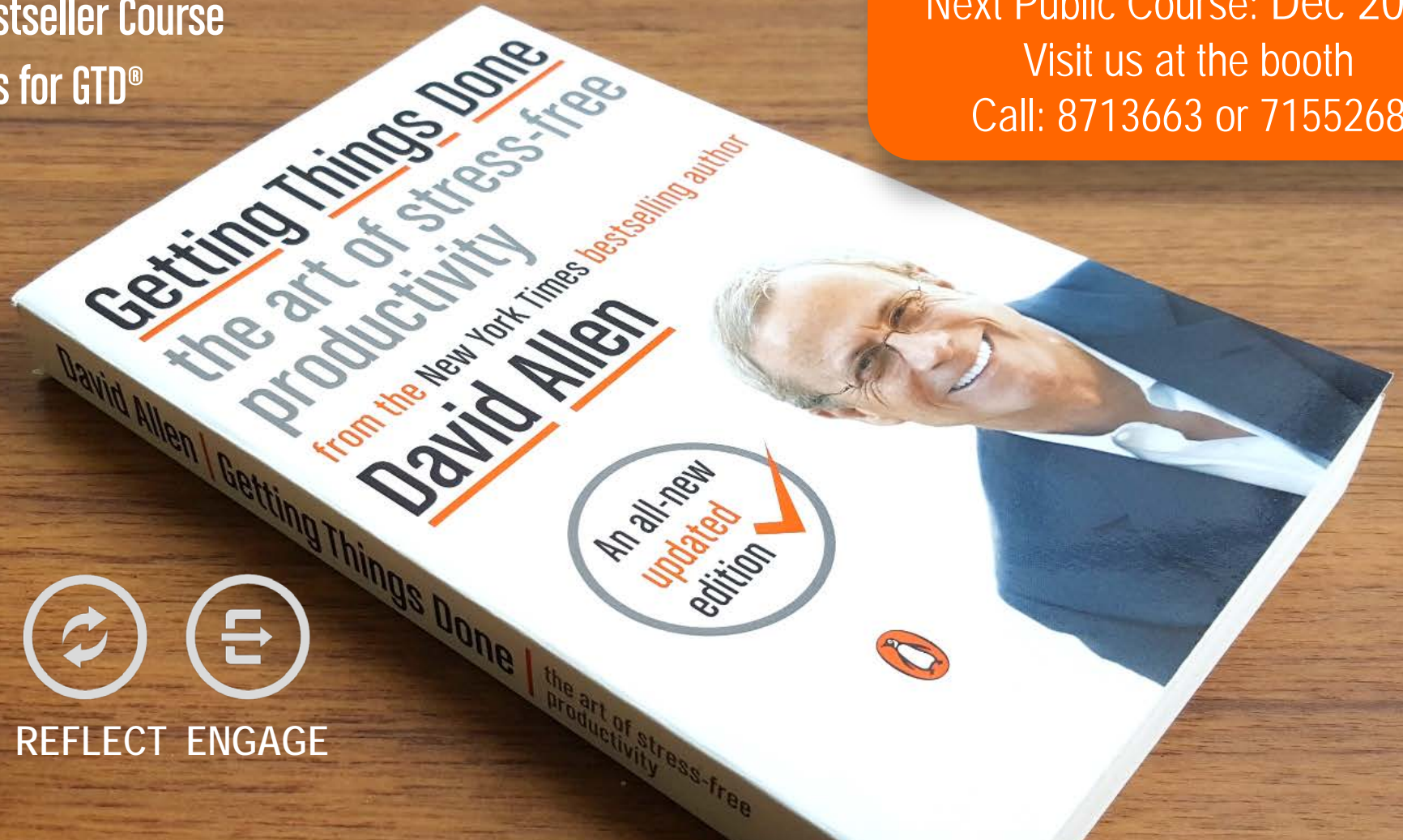
Over 2 million copies sold globally
International Bestseller Course
Certified Trainers for GTD®

Achieve More with Less Stress

Next Public Course: Dec 2019

Visit us at the booth

Call: 8713663 or 7155268



FIVE STEPS OF GTD®



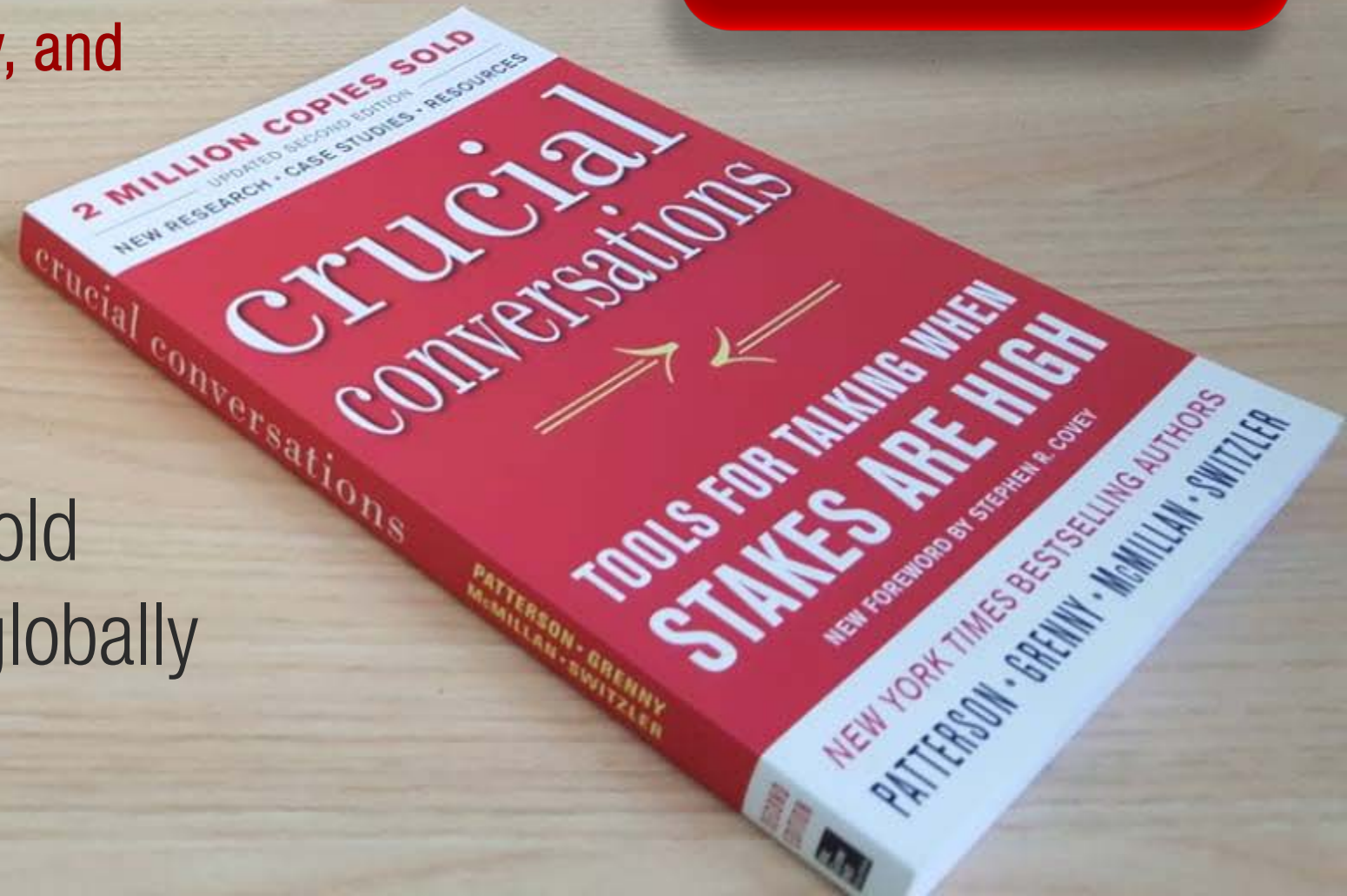
CAPTURE CLARIFY ORGANIZE REFLECT ENGAGE

Your mind is for having ideas, not holding them - David Allen

Crucial Conversations

Learn skills for communicating when the stakes are high, opinions vary, and emotions run strong.

New York Bestseller
Over 3 million copies sold
Over 2 million trained globally



GET UNSTUCK

Next course: Dec 2019

Visit us at the booth

Call: 8713663 or 7155268

The Story begins...

RHYMIN & PARTNERS

*We help individuals and businesses
become more productive*

The Story begins a few months before ACPA 2016

Looking to find a project for the team.

Someone recommended we looked at Queue improvement at JIPK.

Recommended us to participate in ACPA.



Problem:

Waiting time was too long even with the conventional queue system

Solution:

Review the whole process

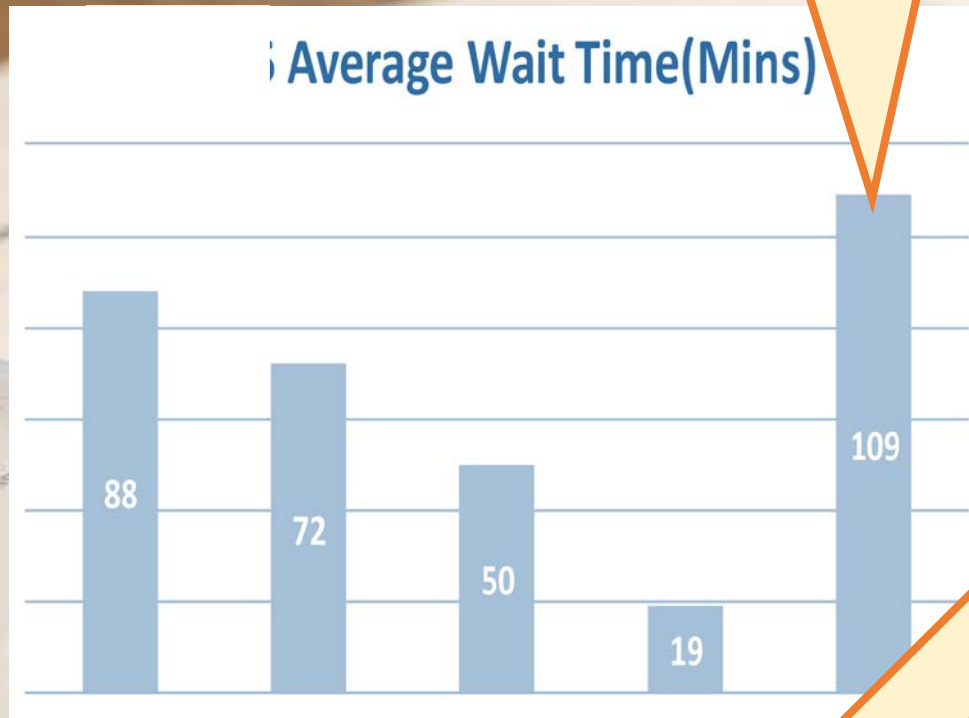


Jimatkan Masa

Elakkan masa menunggu yang lama

Gunakan QueUp

Gathered Statistics



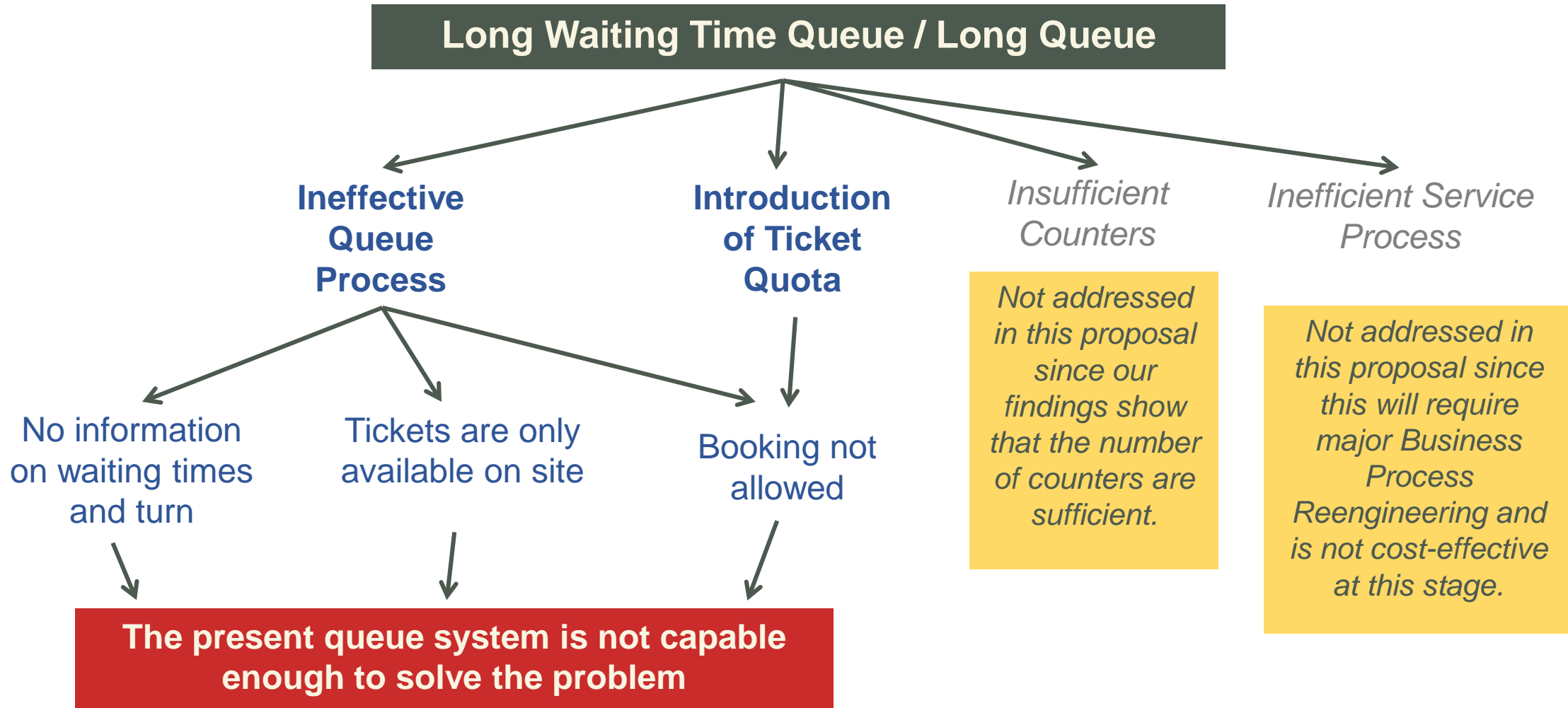
Waiting Times are too long !!!

Number of Counters are sufficient

	A	B	C	D
Average Waiting time	xx min	xx min	xx min	109 min
Average Service Time	x min	x min	x min	9 min
Number of Counters opened (max)	7	7	6	9
Transactions per month (<i>actual</i>)	xxxx	xxxx	xxxx	6,719
Maximum capacity per month* for the counters	xxxx	xxxx	xxxx	Xxxx

$$\text{Maximum Capacity per month} = 60 / \text{Avg Service Time} * 5 \text{ jam} * 22 \text{ hari}$$

Conducted a simple Root Cause Analysis



Propose a BOLD APPROACH to the ACPA judges

Introduce a new system that has the following characteristics:

- Capitalise on high mobile penetration rate (130%) by making it as a mobile application on Android and IOS
- Use cloud
- Capable of handling high volume, allowing for booking and walk-in.
- Apply some of our IP

PROPOSED:
Reduce waiting times to less than 30mins.

50% - 65%
REDUCTION

Sejajar dengan Wawasan Negara

WAWASAN 2035

Kualiti hidup yang tinggi

Berpendidikan tinggi, berilmu dan berkemahiran

Ekonomi dinamik dan berdayatahan



ALIGNMENT TO WAWASAN 2035	1. Education	2. Economic	3. Security	4. Institutional Dev	5. Local Business Dev	6. Infrastructure Dev	7. Social Security	8. Environmental
Improved public services delivery efficiency				■	■			
Improved customer service experience				■	■			
Public Sector Innovation through the clever use of ICT				■	■			
Introducing accountability through transparency and meurement				■	■			
Contributes to Ease-of-doing-business				■	■			
Reduced potential for corruption			■					

For Customers

- Reduce waiting time
- Convenience
- No need to come early at 6am for tickets
- Notification
- Transparency

For Government of Brunei Darussalam

- Domino effect - saving time to employees
- Potential PPP project and Local Business Development
- Ease of Doing Business

To Agency

- Maximise counter productivity
- Monitor processing time
- Collect statistics
- Improved workflow

To us

- Local business development.
- Hiring of locals
- Opportunity to market to private sectors and abroad

Mitigated the Challenges

Potential Weak adoption

- *Allow for special customers*
- *Allow for walk-in*
- *Allow for booking*

Not all using mobile phones

- *Allow for special customers*
- *Allow for walk-in*
- *Online booking*

Buy-in from Department

- *Awareness on the benefits*
- *Active guidance*
- *Support from leaders*
- *Tied to KPI/3PSA*

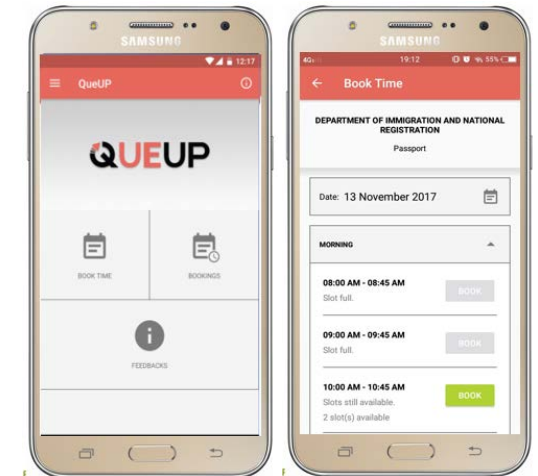
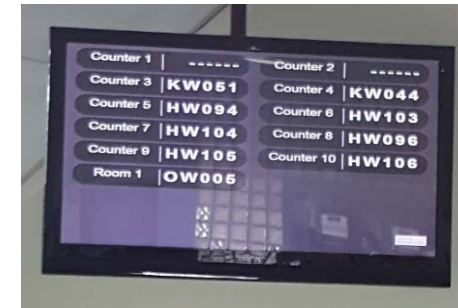
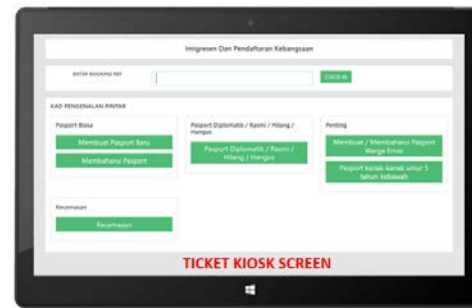
ANUGERAH CEMERLANG PERKHIDMATAN AWAM 2016



Receiving Award from
His Majesty the Sultan and Yang DiPertuan Negara Brunei Darussalam
for Anugerah Cemerlang Perkhidmatan Awam 2016

Prototype

- Engaged a local technology partner to do our design, turning idea into reality within 3 - 4mths
- No external funding



Borneo Bulletin, Friday 10 March 2017

Homepage

New measures to reduce long queues at immigration department

| ROKIAH MAHMUD |

YB PEHIN Orang Kaya Seri Kerna Dato Seri Setia (Dr) Haji Awang Abu Bakar bin Haji Apong, the Minister of Home Affairs, said that his ministry will support efforts for a leadership course involving Legislative Council (LegCo) members.

The minister was responding to a suggestion made by YB Haji Ramli bin Haji Lahit, a member of LegCo and Penghulu of Mukim Telisai on the fourth day of the 13th LegCo session, for the establishment of a leadership course which could further define their respective roles and duties as members of mukim and village consultative councils.

The minister also announced that the Immigration and National Registration

Department will be open on Fridays, for a more effective management of long queues and waiting hours.

The department will also have a pre-booking option for members of the public, along with the addition of new registration counters to assist the new system.

"The department has analysed statistic trends for those applying or renewing their passports, identification cards (IC) and so on," said the minister. "The trends show a hike in numbers during school holiday season, especially in December.

"Therefore, aside from the pre-booking option, the department will also provide a fast-lane track counter for senior citizens and children under age of five, for passport applications or renewal."



YB Pehin Orang Kaya Seri Kerna Dato Seri Setia (Dr) Haji Awang Abu Bakar bin Haji Apong, the Minister of Home Affairs, at the fourth day of the 13th LegCo session

Knowledge Sharing Session

Knowledge Sharing session held by MANAGEMENT SERVICES DEPARTMENT to share project papers and proposal papers that have potential to become references as BEST PRACTICES in respective departments and ministries.

We showed a mock-up.

Sharing session to improve services

RIGHT:
Haji Sairul Rhymin bin Haji CA Mohamed, Founder and CEO of Rhymin & Partners Sdn Bhd and Hajah Siti Mariana binti Abdullah, Chief of Management Services during the session



| IZAH AZAHARI |

THE Management Services Department (MSD) under the Prime Minister's Office (PMO) yesterday held a Sharing Session on Excellence Award for Public Service (ACPA) at the Penghayatan Hall of the Civil Service Institute (IPA) building.

Present at the sharing session

Mohamed, Founder and Chief Executive Officer of Rhymin & Partners Sdn Bhd, also led a session entitled 'Intelligent Queue Management System', which hopes to prepare a queue management system with a reduced waiting period, where customers are given the ease of setting up appointments through the internet or mobile phone. The



PROJEK RINTIS SISTEM SMART Q DILANCAR

Oleh Sim Y. H.

BANDAR SERI BEGAWAN, 31 Julai - Masalah menunggu giliran yang lama dan kekecewaan kerana tidak memperoleh nombor giliran bagi permohonan pendaftaran kad pengenalan baru akan berakhir apabila Sistem Smart Q Bahagian Kad Pengenalan dilaksanakan sepenuhnya.

Sistem itu membolehkan orang ramai merancang dan seterusnya menempah slot giliran atau barisan pendaftaran kad pengenalan lebih awal mengikut tarikh dan masa yang sesuai mengikut keperluan pemohon.

Ia akan memudahkan orang ramai berurusan di Jabatan Imigresen dan Pendaftaran Kebangsaan (JIPK) khususnya bagi permohonan pendaftaran kad pengenalan tanpa lagi perlu menghadapi masalah menunggu giliran yang lama dan kekecewaan kerana tidak memperoleh nombor giliran seperti yang berlaku sekarang.

Projek rintis sistem berkenaan dilancarkan hari ini oleh Menteri Hal Ehwal Dalam Negeri, Yang Berhormat Pehin Orang Kaya Seri Kerna Dato Seri Setia (Dr.) Haji Awang Abu Bakar bin Haji Apong dalam majlis pelancaran yang berlangsung di Ibu Pejabat JIPK di sini.

Turut hadir di majlis berkenaan ialah Setiausaha Tetap di Kementerian Hal Ehwal Dalam Negeri (KHEDN), Awang Abdul Mutalib bin Pehin Orang Kaya Seri Setia Dato Paduka Haji Mohammad Yusof; timbalan-timbalan setiausaha tetap di KHEDN, Haji Idris bin Haji Mohd Ali dan Haji Mohammad Sunadi bin Haji Buntar; pegawai-pegawai kanan KHEDN dan jabatan-jabatan di bawahnya serta pegawai-pegawai dan kakitangan JIPK.

Pengarah Imigresen dan Pendaftaran Kebangsaan, Awang Salmin bin Haji Burut dalam ucapan pada majlis pelancaran tersebut berkata, Projek Rintis Sistem Smart Q merupakan projek usaha sama di antara jabatan berkenaan dengan Syarikat Rhymin & Partners di mana sistem berkenaan menggunakan aplikasi QueUP yang boleh dimuat turun daripada Appstore atau Googleplay.

Menurut beliau, projek rintis itu akan dilaksanakan bagi tempoh tiga bulan dan jika pelaksanaannya berjalan dengan baik, maka sistem berkenaan nanti akan diperluaskan bagi perkhidmatan-perkhidmatan lain di jabatan berkenaan. » 8

Sistem 'Smart Q' Menggunakan Aplikasi QUEUP

Yang Berhormat Pehin menyempurnakan pelancaran Projek Rintis Sistem Smart Q, di Ibu Pejabat JIPK di ibu negara kelmarin.

They were partially convinced that this will have an impact and decided to do pilot trial for 3 months.

They provide excellent review and gave constructive feedback. Advised the public about the pilot trial. Create awareness.

We provided on-the-ground support for 7 days.

QUEUP

Excellent! I cannot believe this!

I do not have to come at 6am just to queue for a number.

I used the queup app for my appointment today !! simply awesome got my work done in 10 minutes gr8 job by the team tq very much

It has saved me precious time and has been very convenient for the public. Well done!

Oh, we should have had this 3 yrs ago!

QueUp is a great apps..maybe if you can put all the department under one apps so that we don't have to open various webs to book the que number ie, land transport department and such.

Impressed

I AM impressed with the 'Smart Q' system, a smart queuing system that features the 'QueUp' mobile application that allows users to track the number of bookings available for IC applications in hourly slots that are updated live.

This is good for my business. My employees don't have to queue for hours!

QUEUP

*I do not have to come at
6am just to queue*

Impressed

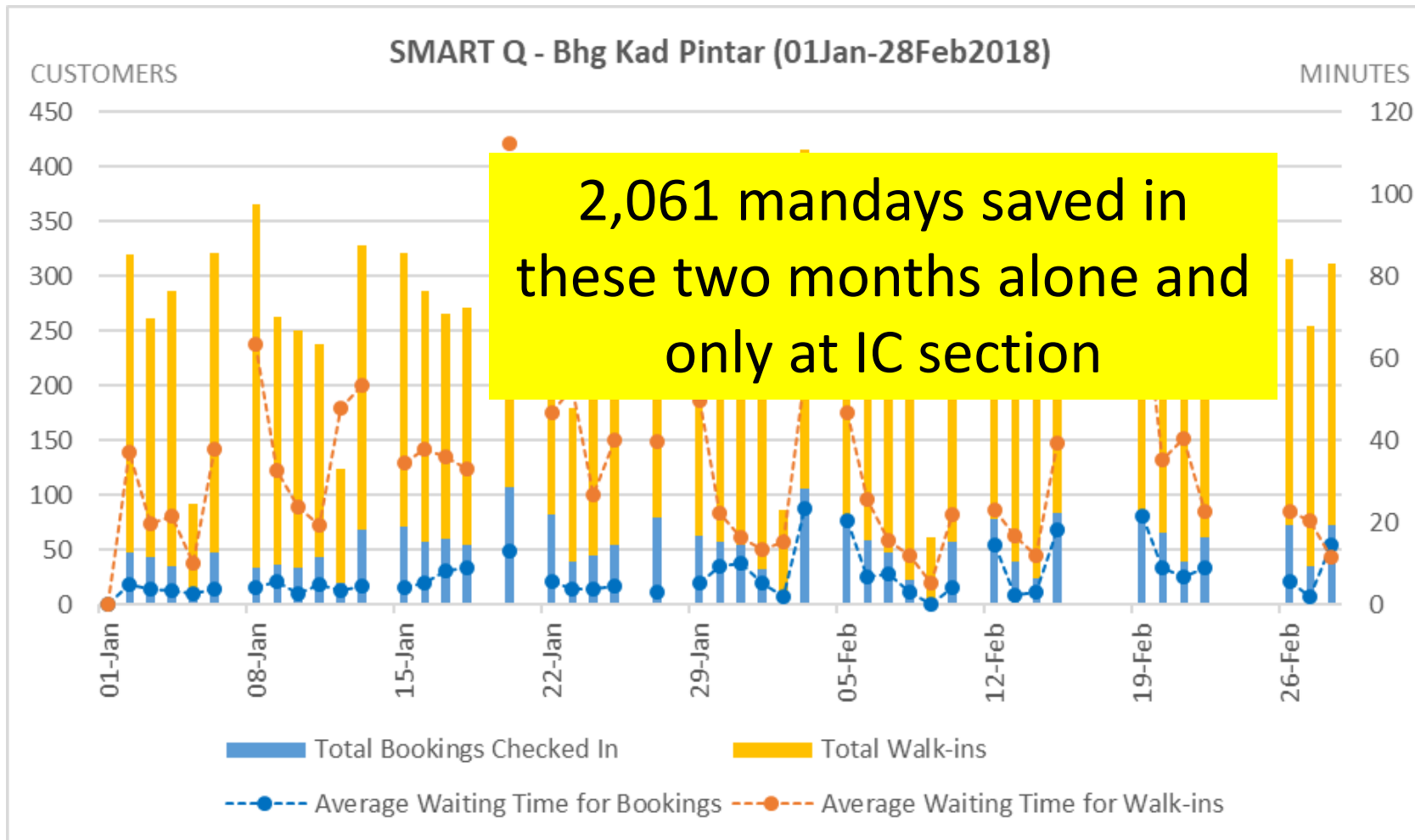
Excellent Feedback from Public – A survey conducted over one week in 2017 has shown very good feedback with a Net Promoter Score (NPS) of over 80%.

Bilangan respon yang diterima 167

Kajiselidik 'booking' melalui Aplikasi QueUP	Respon "Y"	Respon "N"
Adakah awda menyukai kaedah tempahan (<i>booking</i>) melalui aplikasi QueUp ini?	87%	13%
Adakah awda mengesyorkan kaedah tempahan (<i>booking</i>) menggunakan aplikasi QueUP kepada orang lain?	83%	17%

What was really achieved?

Time Savings for Public. Positive Behavioral Change.



Customers in period:
11946 == 272/day

Percentage of Booking:
18%

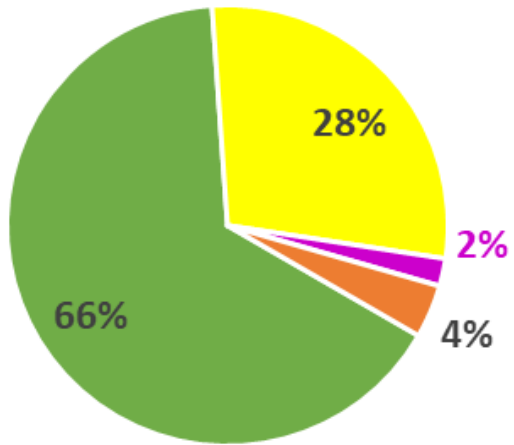
Avg waiting time (booking):
8.7 min *109 min*

Avg waiting time (walk-in):
35.4 min *109 min*

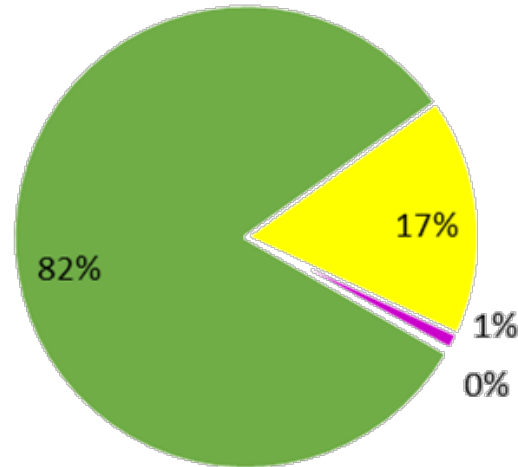
Avg Serve time:
10min

Provide statistics for further analysis (and TPOR)

Pelanggan 'walk-in'



Pelanggan 'booking'



- HIJAU
- KUNING
- UNGU
- LAIN-LAIN

BOOKING (1Jan to 28Feb)

	HIJAU	KUNING	UNGU	Lain-Lain
NEW	xxxx	xxxx	xxxx	xxxx
RENEWAL	xxxx	xxxx	xxxx	

WALK-IN (1Jan to 28Feb)

	HIJAU	KUNING	UNGU	Lain-Lain
NEW	xxxx	xxxx	xxxx	xxxx
RENEWAL	xxxx	xxxx	xxxx	

Other Achievements

✓ **Fast Installation** – within 1 to 7 days.

✓ **Getting local product give more value to nation:**

- In-country spend of 80% versus about 20% for international product

✓ **Now available at:**
Ministry of Home Affairs
Ministry of Transport and Infocommunication
Ministry of Health

Show of hands

Raise your hands if you desire to achieve success
such as this at your respective departments

Learnings from QueUp

In the context of Collaboration and Sustainability

RHYMIN & PARTNERS

*We help individuals and businesses
become more productive*

• Collaborate with Client

- Collaborate on Pilot Trial
- Constructive feedback and responsiveness. Many good ideas come from either side.
- Collaboration to promote awareness
- Respect the counter agents and customers
- Introduce change tactfully
- Teaching as much as execution

• Collaborate with others in developing your project

- Skills are not plentiful.
- Competency does not match with the core values.
- Develop own set of skills

- **PEOPLE**

- Hiring the right people and investing on them.

- **PROCESS**

- Find improvements where needed and practical
- Business smart. Managing cashflow is important. Not over-committing and overspending at early stage

- **TECHNOLOGY**

- Technology is frustrating, confusing and complicating. Disparate approaches. Staying relevant and upgrading as needed.
- We can do it!
- Use the cloud.
- Taking advantage of proliferation of mobile.

The logo for QUEUP, featuring a stylized 'Q' with a red and black graphic element, followed by the letters 'UEUP' in black. The logo is centered on a light gray rounded square background.

QUEUP

A blue, rectangular stamp with rounded corners and a double-line border, tilted slightly. The text 'AIR Compliant' is written inside in a bold, blue, sans-serif font.

AIR Compliant

Ideas for the Future

RHYMIN & PARTNERS

*We help individuals and businesses
become more productive*

1 Smart Nation = Smart People + Smart Process + Smart Technology



There is a fine line between
Governance and Bureaucracy

2 Be pragmatic and constructive

Collaboration – Ideas to Explore

Create opportunities for innovation
– Pro-innovation Agencies
E.g. SPRING and Block71 (under NUS).

Collaborate with AITI, DARE, MPRT, etc. Don't just ask for grant. Ask for knowhow and mentorship and relationship

Collaborate with private sector

- To create meaningful projects
- To 'marry' innovators with private sector e.g. pilot trial, etc

Collaborate with other agencies (whole-of-government approach)

Learn new stuff by giving chance for private sector to present ideas or products. Don't ignore or avoid vendors.

Sustainability – Ideas to Explore

Key infrastructure:

- Cloud computing
- Reliable/affordable internet

Leverage upon present databases and basic infrastructure.

Leverage upon present databases and basic infrastructure.

Smart Funding

- E.g. SPRING Singapore top-up \$75mil for co-investment into technology-based startups. SPRING co-shares 50% of loan default risk.
- E.g. SNDGG Singapore worked with MoF to revise resourcing approach to get resources

Buy local product – highest value to nation

More talent needed.

Continuous or lifelong learning.

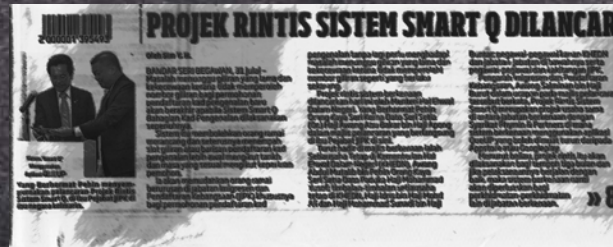
Try new approach to fast track innovations. Quickwins build trust.

The full story revisited

The idea



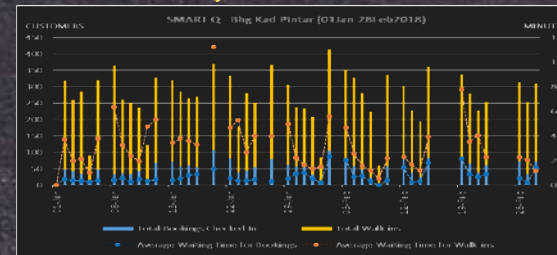
The pilot



The prototype



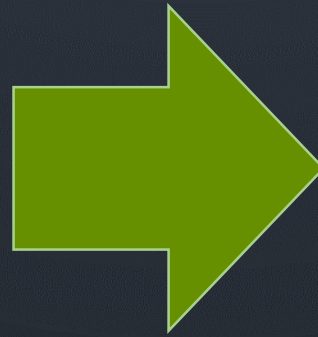
The Improvement



Sustained Success

SMART COLLABORATION + SUSTAINABILITY

By fostering
smart
collaboration and
sustainability



Opening up new
opportunities for
co-innovation and growth
+
Bring positive impact to
stakeholders.

JIPK created their own success story.... and so can you.

RHYMIN & PARTNERS

We help individuals and businesses become more productive

Thank you

Sairul Rhymin C.A. Mohamed, Founder and CEO

T: 2450710 M: 8713663 E: rhymin.cam@rhyminpartners.com

FOUR GIVEAWAYS

1

FREE CSR TIME

Rhymin will give 1 manweek (40 hrs) of his time as CSR to help you.

Suggest 1 idea or project that you would like Rhymin to advise or work on. It has to be a meaningful project that impacts many. Write it down on the paper and write your name and contact down.

2

WIN GTD COURSE

For those submitting the ideas/project, a draw will be held. The selected name wins 1 seat to attend Getting-Things-Done® course (to be taken within 1 year).

3

WIN GTD BOOK

Two other draw will be made, where the selected two draws wins the GTD book

The final slido moment

In 1 word – what stands out or have an impact for you.