



新加坡金钻珠宝商会  
SINGAPORE JEWELLERS ASSOCIATION

28 April 2023

Dear Members,

Please refer to the email below from SCCCI.

Thank you for your attention.

Regards,

Singapore Jewellers Association

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致：全体会员

请参阅以下邮件来自新加坡中华总商会的讯息。

感谢您的关注

新加坡金钻珠宝商会

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Dear Trade Association (TA) Members,

Greetings from the Singapore Chinese Chamber of Commerce & Industry (SCCCI).

On behalf of Singapore Retailers Association (SRA), we like to invite SCCCI members for the nominations for SRA's Excellent Service Award (EXSA) 2023. Nominations will close on 12 May 2023.

**SRA Excellent Service Award (EXSA) 2023 Nominations are now open until 12 May 2023.**

Take this opportunity to honour your employees for delivering exceptional service excellence in their work. All EXSA recipients will receive a certificate of recognition and an Excellent Service Award badge. A framed EXSA certificate will also be presented to companies in recognition of their remarkable efforts in elevating the service excellence in their organisation, and with recognition at the annual EXSA presentation ceremony.

- You may nominate both front-and back-end employees for any of the three categories - Silver, Gold and Star Award.
- The nomination may be made across two different levels, namely Managerial/Supervisory/Executive or Non-Managerial/Non-Supervisory/Non-Executive.
- There is no limit to the number of nominees by an organisation provided the nominees meet the relevant criteria of the award category that they are nominated for and within the **qualifying period from 1 April 2022 to 31 March 2023.**

# EXCELLENT SERVICE AWARD

EXSA is a national award that recognises individuals who have delivered quality service.



## AWARD OBJECTIVES

- Inspire staff to scale new heights in service quality.
- Identify service role models.
- Encourage service champions.
- Recognise the efforts of service staff.



## AWARD CATEGORIES

- Silver Award
- Gold Award
- Star Award



## EXSA AWARD CRITERIA

- At least one year of service with the nominating organisation as of 1 Apr 2023.
- Attended at least 1 service-related training programme.<sup>1</sup>
- Received at least 2 compliments from internal or external customers.
- Conferred with at least 1 or 2 internal or external service-related award in the last 1 to 3 years (Gold / Star Award).
- Contribution to service improvement (Star Award).<sup>2</sup>

Qualifying period for EXSA 2023:  
1 Apr 2022 to 31 Mar 2023.

- <sup>1</sup> Attend at least 1 internal or external training (at least 3.5 hours).  
<sup>2</sup> Nominees would need to provide the suggestions they made.



## NOMINATION PROCESS

- **APR - MAY**
  - Companies submit nomination documents to SRA.
  - SRA evaluates nominations.
- **JUN**
  - Companies receive notification of EXSA workshop schedule for qualified nominees.
- **JUL - SEP**
  - EXSA nominees attend EXSA Development workshop (Online / Classroom-based) to qualify for the award.

## NOMINATION PROCESS

- **SEP - OCT**
  - Companies submit nominations for EXSA 2023 Service SuperStar Award.
- Judging of EXSA 2023 Service SuperStar Award Finalists and Winner.
- **NOV/DEC**
  - EXSA 2023 Presentation Ceremony.
- EXSA 2023 Service SuperStar Award Finalists and Winner will be announced during the EXSA Presentation Ceremony.

## GUIDELINES FOR SUBMISSION

- Complete all required information in the MS-Excel Spreadsheet (Nomination forms).
- Convert all completed Nomination Forms to PDF files.
- Email the completed Endorsed Nominations Summary, Nomination Form, and supporting documents to SRA at [michele@sra.org.sg](mailto:michele@sra.org.sg) and [elise@sra.org.sg](mailto:elise@sra.org.sg) by 30 Apr 2023.

SRA SINGAPORE  
SERVICES  
REGULATORS  
ASSOCIATION



### Submission of Nominations (1 Apr 2023 to 30 Apr 2023)

Please find the attached Appendices, which will help expedite your submission:

- Appendix 1: SRA EXSA 2023 Nominations - Detailed Awards Criteria, Guidelines for Submission and Payment Policy
- Appendix 2 : SRA EXSA 2023 Nominations Summary and Nomination Forms in MS-Excel Spreadsheet Templates (Silver, Gold and Star Awards) for your submission purpose

### Compulsory EXSA Development Workshop with Revamped Curriculum (Jul to Sep 2023)

All qualified nominees for the Silver, Gold and Star awards are required to attend a EXSA Development Workshop which serves as an excellent platform for nominees to enhance their service skills as they interact and role-play and learn from their peers across different sectors. Attendance at this EXSA Development Workshop is COMPULSORY to qualify for the awards.

- This year, SRA will be revamping EXSA workshop content to equip our EXSA nominees with the skills and knowledge to deliver exceptional customer service in the new retail environment.
- EXSA 2023 Development workshops will be conducted in 2 modes:
  - a. Physical classroom training (4 hours); and
  - b. Virtual classroom training (4 hours divided into 2.5 hours online training and 1.5 hours offline self-learning).
- Each company may select only 1 (one) preferred mode of training delivery (Face-to-face training OR Online training) for their nominees.
- EXSA workshops are available in both English and Mandarin.
- EXSA Development Workshop fee is S\$70.00 per nominee for SRA members and S\$90.00 per nominee for non-SRA members, subject to 8% GST.

Click [here](#) to find out more about SRA EXSA 2023 Nominations, or view the [EXSA 2022 Video](#) and [EXSA 2022 Presentation Ceremony!](#)

Do contact [elise@sra.org.sg](mailto:elise@sra.org.sg) or [michele.ng@sra.org.sg](mailto:michele.ng@sra.org.sg) if you have any questions.

Please feel free to share this with your members and partners.

Thank you and regards  
Christina

Christina Soh 苏美玲 | Senior Manager, Industry Clusters | Singapore  
Chinese Chamber of Commerce & Industry

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Organiser: 新加坡中華總商會  
Singapore Chinese Chamber of Commerce & Industry

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