Transforming government website into self-service powerhouse

Singapore Ministry of Manpower leverages Sitecore to turn dense, confusing content into customer-centric digital resource

Industry: Public sector • Founded: 1998 • Employees: 1,800
Headquarters: Singapore • mom.gov.sg

As a global financial hub with a multicultural population of 5.7 million, Singapore's Ministry of Manpower (MOM) is the government agency dedicated to supporting a productive workforce and progressive workplaces for Singaporeans to have better jobs and secure retirement.

The Challenge

The MOM website serves a wide range of customers, including local and foreign employers and employees. Website visitors seek answers and policy rationale to their questions, from work pass application procedures to policies on workforce and workplaces. With more than 84 million page views and 28 million visits a year, it's one of Singapore's busiest government websites.

In the past, MOM website visitors found it laborious to navigate through long pages for a specific piece of information. Even when they were successful in locating the information, the less educated visitors sometimes found it unintelligible. Visitors would have to interpret for themselves whether bureaucratically written policy information applied to their situations — and if so, what to do about it.

Website maintenance was also resource intensive. In addition, because of ongoing review of government policies and improvements in operations processes, content must constantly be updated. MOM was using different products for the website and for Frequently Asked Questions, and therefore had to maintain content on two different platforms. The Ministry explored options for a new flexible and unified content management system that would enable quick, analytics-driven changes.

"Our key goal was to convert the webpage content so customers can self-help by default," said Regina Chang, Assistant Director, MOM Web Services. "That would help reduce calls that could be avoided and visits to other channels."

MINISTRY OF MANPOWER

2X
Website page views

70%
Customers getting needs resolved online

28M
Visits a year

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>
> — Regina Chang, *Assistant Director (Web Services), Customer Responsiveness Department, Singapore Ministry of Manpower*

The Sitecore Solution

The Ministry implemented Sitecore Experience Platform (XP), along with Sitecore Experience Database (xDB) and Sitecore Email Experience Manager (EXM).

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To make the site content more understandable, MOM trained a team to write in plain language. Sitecore workflows help correctly route, edit, update and verify content before publishing for public consumption — ensuring a consistent and accessible style.

"Before, the site presented long paragraphs of dense content," Chang said. "Now, it's designed to enable self-help with tools like criteria calculators."

More than 65% of MOM customers use Google to get to the site. Therefore, the Ministry focuses on creating the right schema to help search engines return more informative results for users. Sitecore integration with Lucidworks search technology allows business users to understand site search behavior and patterns, and surface visitor-relevant content.

Sitecore's integration with WebEngage incorporates an effective feedback tool for ongoing site optimization. Additionally, Sitecore's integration with Microsoft Dynamics CRM provides contextualized help with case-specific customer questions, routing them to the relevant MOM department or officer. Using Sitecore EXM, the Ministry can target emails to specific employer groups.

The Outcome

With site transformation on the Sitecore platform, the number of MOM website page views has increased by 83%. Customers laud the site for being responsive, intuitive, and customer-centric; survey results indicate over 20% improvement in customer ratings. Site traffic is up, with 65% more new users. The content redesign helped users spend on average 21% less time on site, meaning they are getting to their answers faster.

The solution helps improve synergy across MOM's staffed service touchpoints and supports its migration strategies to encourage self-help through digital channels. As a success benchmark, MOM has showcased the site at public-service forums for other Singapore ministries. Its next step will be to personalize relevant content pages for customer segments.

"Users benefit from a better website that is focused on — and responsive to — their needs, and is continually optimized to improve the user experience," Chang said.

To learn more visit sitecore.com

Success Snapshot

- Sitecore® Experience Platform™ (XP 9.1)
  - Sitecore Content Editor
- Sitecore® Experience Database™ (xDB)
- Sitecore® Email Experience Manager (EXM)
- Integrations
  - LucidWorks: search
  - WebEngage: customer sentiment tool
  - Microsoft Dynamics CRM
- Transform jargon-heavy site into self-service resource
- Gain flexibility to constantly and efficiently update content
- Reduce number of visits to staffed service touchpoints
- Support Singapore workers and employers to thrive