PEP-SBF AWARDS 2023

PRO-ENTERPRISE TRANSFORMATION (PET) AWARD - BRONZE

Name of Initiative

Transforming the Administration of the Product Safety, and Weights and Measures Regulations with an enhanced Consumer Product Safety Accuracy (CPSA+) portal

Agency

Enterprise Singapore (EnterpriseSG)

Summary of Initiative

The Consumer Product Safety, and Weights and Measures Office (CPSO/WMO) has identified ways to simplify regulatory compliance to the Consumer Protection (Safety Requirements) Regulations and the Weights and Measures Act for businesses. To achieve this, the enhanced Consumer Product Safety and Accuracy System (CPSA+), a centralised digital platform that is mobile-responsive, was developed. CPSA+ serves as a one-stop platform for all stakeholders to handle compliance-related matters easily.

The CPSO/WMO adopted the Design Thinking methodology for the CPSA+ design, where officers shadowed stakeholders in their day-to-day work to identify pain points and areas for improvement, which were incorporated into the CPSA+. The CPSA+ system brought numerous benefits, such as streamlined and redesigned processes, automation, and digitisation of procedures. Businesses also gained access to real-time information where they could monitor their compliance status and application progress more efficiently. As a result of the changes and enhancements, there is greater ease and reduced cost to compliance.

What was the impetus behind this project/initiative?

1. Authorised Verifiers (AVs) appointed by EnterpriseSG's Weights and Measures Office to verify measuring instruments used manual calculations and recorded the verification results in hard copies, which resulted in errors and delays due to manual oversights, and inefficiencies (e.g. records were hard to identify and retrieve for audit purposes or to facilitate investigations). The AVs, who are mostly small and medium enterprises, found the processes cumbersome and tedious and lacked an option to complete the submission on the go, and the means to digitalise the process.

2. Due to the large number of regulated measuring instruments and Controlled Goods, enforcement involved random checks, which can be inefficient, manpower intensive, and may not always detect non-compliances. This presents an unequal playing field for businesses, as non-compliant businesses may be operating undetected. Therefore, there was a need to explore more targeted and efficient methods of enforcement that could potentially be achieved through data analytics.

3. Additionally, more data collected from these virtual touchpoints with stakeholders through the CPSA+ meant greater opportunities to tap on data analytics to enhance EnterpriseSG's policy and administration approach.

What challenges did you/your team encounter, how did you/your team overcome them?

One key challenge was on stakeholders' pushback towards change, which may not be welcome depending on stakeholders' priorities, role in the process and scale of their organization.

Tapping on the Design Thinking Methodology, the team engaged the stakeholders early on in the process to understand the challenges, extent of stakeholders' pain points and causes of their resistance. On-site observations of their work processes, customer interactions, and operative system provided deep insights and understanding for us to better convey the positive impacts of the changes.

In the course of the system development, frequent engagement sessions were conducted, communicated through different modes for different stakeholder demographics, which provided assurance to the stakeholders. The team also put together learning resources and made frequent check-ins to ensure a smoother transition.

With the measures in place, the team was able to overcome the key challenge, successfully onboard all stakeholders, and realise the full potential of a digital transformation journey.