

Summary

OPPORTUNITY	AMOY was born out of Far East Hospitality’s (FEH) desire to have business travelers experience the authentic, pre-urbanised Singapore as part of their hotel stay. Located within Chinatown, its vision is to deliver bespoke service that embodies the openness and warmth of the early Chinatown days. Having to convert a series of historic shophouses into a 37-room hotel, FEH was however, faced with several structural challenges.
ACTION	The structural challenges of AMOY encouraged the management to re-think the various service touch points and re-create an unique experience during the early days in Chinatown: <ul style="list-style-type: none">▪ Curated guest entrance through Fu Tak Chi temple▪ Complimentary limousine airport transfer
RESULTS	AMOY has been awarded the TripAdvisor 2015 and 2016 Travellers’ Choice Award for “Top Hotel in Singapore” and “Best Hotel for Service in Singapore”.

OPPORTUNITY **TURNING STRUCTURAL DISADVANTAGES INTO OPPORTUNITIES TO PROVIDE ATTENTIVE, BESPOKE SERVICE**

The AMOY Hotel was born out of Far East Hospitality’s (FEH) desire to have business travelers experience the authentic, pre-urbanised Singapore as part of their hotel stay. Located within Chinatown, its vision is to deliver bespoke service that embodies the openness and warmth of the early Chinatown days. Having to convert a series of historic shophouses into a 37-room hotel, FEH was however, faced with several structural challenges. It needed to innovate its service delivery while at the same time overcome structural needs of preserving the historical and cultural structure of the shophouses. To overcome this challenge, the Hotel would have to think of creative ways to fulfill its vision.

KEY STEPS

- **CURATE GUEST ENTRANCE THROUGH FU TAK CHI TEMPLE:** The Hotel's location within Far East Square meant that there will not be an official main entrance for guests into the Hotel. However, the hotel is adjacent to the Fu Tak Chi Temple – a museum curated with artefacts that vividly captures the lives of Chinese migrants back in pre-colonial Singapore. Leveraging on this, the Hotel curated its guest entrance to have guests enter the Hotel through Fu Tak Chi Temple, providing guests a unique experience of the early days in Chinatown.
- **COMPLIMENTARY LIMOUSINE AIRPORT TRANSFER:** The lack of a recess area for a drop-off porch created the possibility of not having sufficient taxis to serve hotel guests. The Hotel turned this into an opportunity to enrich its service experience by providing guests with complimentary limousine airport transfers for all hotel guests, hence enhancing its value proposition.



FUK TAK CHI MUSEUM & AMOY'S ENTRANCE



AMOY'S LOBBY

Key Success Factors

As guests' needs evolve faster than the industry's capacity to keep pace, the mindset that better service requires more service, and more service requires more manpower is no longer sustainable. Service experience should be redefined and refocused to one that is centred on the customer's needs.

Project period: -

Estimated cost: -

RESULTS

AWARDED TRAVELLERS' CHOICE AWARD TOP HOTEL IN SINGAPORE AND BEST HOTEL FOR SERVICE IN SINGAPORE

The success of the project was measured in:

The AMOY Hotel has been awarded the TripAdvisor 2015 and 2016 Travellers' Choice Award for "Top Hotel in Singapore" and "Best Hotel for Service in Singapore".