

Enabling Enterprise



## Catching staff doing the right things



► Tan Jit Khoon, the general manager of Winson Press, likes to catch his staff – doing the right things and be rewarded for their efforts.

That's why he engaged Christopher Mills of Core Measures to put in place a performance management system, one that allows employees to send positive feedback to the management when they spot a colleague going the extra mile to help a customer or co-worker.

"Since it was implemented, we have seen a big change in the working

environment. Attitudes have improved. People are more helpful to one another." Mr Tan notes.

He adds that the system helps to inculcate the company's core values: Service Excellence, Teamwork, Continuous Improvement and Accountability.

Winson employs a 360-degree staff appraisal system in which everyone's job performance from Mr Tan to the floor operator, are assessed by both their peers and subordinates. It allows staff to track their performance reviews online to see how they have progressed.

"We have also installed a Customer Relationship Management and Sales Force Automation System to achieve service excellence and equip our sales force with the best tools," says Mr Tan. "Despite being ISO-certified and a regular Gold Award winner from the Asian Flexographic Technical Association for print excellence, we still have to improve continuously."

"Our philosophy is Win-Win for our customers, staff and shareholders. We want our company to be the preferred service provider and a place where good people want to work."



Winson Press has an open door policy – adopted from HP where Mr Tan used to work – where all employees have direct access to the top management. His efforts seem to be working. Nearly 20% of his 60 employees have been with the firm for more than 10 years. "We have grown more than three times in over five years. With all the systems in place, we are confident that our company will have many good years ahead."

As part of its continuous innovation and growth philosophy, Winson is embarking on a new and exciting venture, which will revolutionise the way people look

at advertisement and print media.

"We are currently looking for dynamic and ambitious sales and customer executives to grow both our new media space as well as our printing business."



**Winson Press Pte Ltd**

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