

Annex 3:

How Crestar Fan Supercharged Sales and Efficiency with GenAI-Powered Chatbot Solutions

1. Founded in 2004, Crestar Fan has established itself as a prominent Singaporean brand, known for its high-quality cooling solutions for both commercial and residential clients. However, the company faced significant challenges with its customer service operations. Prior to engaging in the GenAI Sandbox programme, the customer service team dedicated 18 man-hours each week responding to straightforward queries via phone. This heavy workload strained resources and hindered the team's efficiency, making it difficult to focus on more complex customer needs.
2. Determined to enhance their operations, Crestar Fan decided to implement the Websentials Omnibot, a GenAI-powered chatbot solution supported by IMDA under the GenAI Sandbox Programme. The primary goal was to streamline customer interactions, providing a more seamless and efficient experience while boosting the productivity of the customer service team.
3. The introduction of the Websentials Omnibot marked a transformative shift for Crestar Fan. The results were impressive: the company experienced an 80% increase in online sales. This growth reflected not only enhanced customer engagement but also improved sales processes facilitated by the chatbot.
4. Additionally, the automation provided by the Omnibot led to a 56% reduction in man-hours spent on customer inquiries, decreasing from 18 to just 8 hours weekly. This newfound efficiency allowed the customer service team to allocate their time more effectively. Manpower productivity also improved significantly, with the number of staff required to handle customer queries decreasing from three to two. This 33% increase in productivity underscored the effectiveness of the GenAI solution in optimizing operations.
5. Crestar Fan's experience with the Websentials Omnibot exemplifies a successful integration of technology to address business challenges. By leveraging the capabilities of GenAI, the company not only improved customer service efficiency but also drove substantial sales growth. This success story demonstrates the potential of innovative solutions to transform traditional business operations and enhance overall productivity.