



Industry Attachment (CW/BSS) @ Science Centre Singapore

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Class	SL2204P
Module Code	TS5014FPE
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Acknowledgement

I extend my gratitude to my colleagues and supervisors, especially Kak Masliahna and Kak Halimah, for their unwavering support and guidance during my internship. Their assistance has been instrumental in shaping my experience in the attractions industry. Additionally, I appreciate the full-time and part-time team members who generously shared their operational expertise during my On-Job Training (OJT) phase.

Beyond instilling valuable work ethics, they created a positive and enjoyable work environment, contributing to a friendly atmosphere. Their collective efforts have been crucial in providing me with meaningful insights and knowledge. I am sincerely thankful for their continuous assistance and mentorship throughout my internship, which has been an incredibly enriching experience.



Content Page

Introduction	3
Science Centre's Background Information	4
Vision & Mission	4
Organisation Structure & Size of Company	5
Nature of Business	9
Strengths & Weaknesses	10
Learning Experiences	12
Work Activities Carried Out	12
Observations	14
Learning Points	15
Suggestions for Improvements	15
Reflections on Learning Experiences	16
Conclusion	17
References	18
Appendices	19

Introduction



Science Centre Singapore, a non-formal educational institution and leading regional Science Centre, along with its group of attractions, brings out the wonders of science, technology, engineering and mathematics through its unique blend of exhibitions, educational programmes and events.

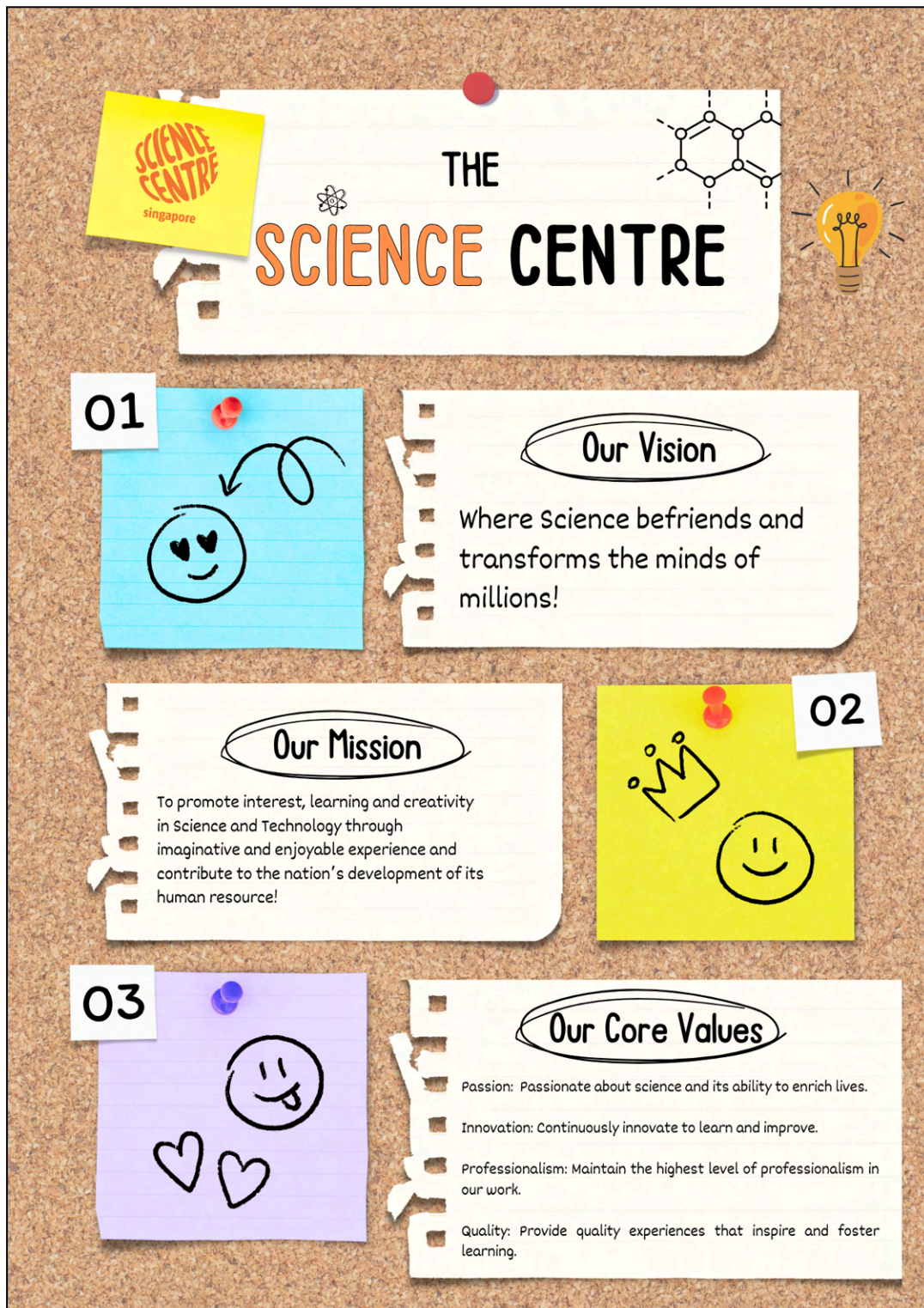
The Science Centre Singapore group of attractions consist of the Omni-Theatre, KidsSTOP and Snow City. While formal educational institutions focus on cultivating a population with a solid understanding of science, Science Centre Singapore elevates this mission to a higher level by:

- Curating exhibitions that demonstrate the principles and impact of science and technology in everyday life.
- Orchestrating promotional activities to bring the wonders of science closer to the people of Singapore.
- Crafting scientific magazines and guidebooks on natural history guidebooks.
- Implementing school programs that complement the science syllabus.



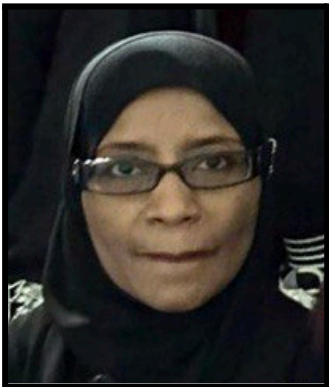
Science Centre's Background Information

Vision & Mission



Organisation Structure & Size of Company

Science Centre Team Members	
Size of Company: 250 or more.	
	Name: Lim Tit Meng Affiliate: Chief Executive Officer (CEO) Work Tenure: 14 years or more. Job Role: Operational Management, Stakeholder Relations, Visitor Experience, Innovation and more.
	Name: Barry Wong Affiliate: Senior Director Corporate Resources & Operations Work Tenure: 1.5 years or more. Job Role: Financial Resources Management, Information Technology, Quality Control, Attraction Operations and more.
	Name: Anne Dhanaraj Affiliate: Senior Director Education Work Tenure: 13 years or more. Job Role: Curriculum Development, Educational Program Management, Technology Integration, Community Outreach and more.
	Name: Daniel Tan Affiliate: Senior Director Exhibitions & Galleries Work Tenure: 18 years or more. Job Role: Exhibit Planning & Development, Project Management, Content Curation, Exhibition Maintenance and more.

	Name: Veronica Heng Affiliate: Operations Director Work Tenure: 6 years or more. Job Role: Overseeing Staff Development, Recruitment, Regulatory Compliance, Feedback Analysis, Community Engagement and more.
 	Name: Halimah Bte. Rahaman (<i>Top</i>) Maslihna Bte. Mohammad Ali, (<i>Bottom</i>) Affiliate: On-grounds Supervisor & Interns Management Work Tenure: 25 years or more. Job Role: Overseeing Staff Development, Roster Planning, Staff Compliance, OJTs / Training and more.

Refer to Appendix 1.1 & 1.2 for the full list of board members.

Departments in Science Centre	
The Annexe	• Branding & Communications • Digital Marketing & Data Analytics • STEM Inc. • Exhibit Maintenance • Facilities Management
Science Centre	• CE Office • Information Technology • Business Development • Finance, Admin & Procurement • HR & OD • Events & Engagement • Informal Science Programmes • Exhibitions • Gallery Experience • <i>Guest Experience & Retail</i> • Special Projects & Travelling Exhibitions
Omni- Theatre & Kids STOP	• KidsSTOP • <i>Guest Experience & Retail</i> • Facilities Management

Science Centre's Culture:

Service Commitment Culture (GIST)	
<u>G</u>	Greet guests warmly.
<u>I</u>	Initiate help readily.
<u>S</u>	Smile cheerfully.
<u>T</u>	Thank guests sincerely.



Code of Conduct: 5 Principles



Work with the elected government to serve the people of Singapore and shape Singapore's Future.

- Provide honest, professional, objective and impartial advice to guests and visitors.
- Support and implement Singapore policies efficiently, effectively, with empathy.



Uphold the integrity and reputation of the Public Service

- Maintain a high level of personal conduct by behaving in a way that is prudent and appropriate to the positions we hold.
- Protect the confidentiality of official information. (PDPA)



Ensure there is no conflict of interest between our official duties and personal interests.

- Must not make use of our official position for personal benefits.
- Must not allow our personal relationships to affect our official duties or influence our judgement at work.



Be fair and impartial in carrying out our responsibilities and not be corrupt or seen to be so.

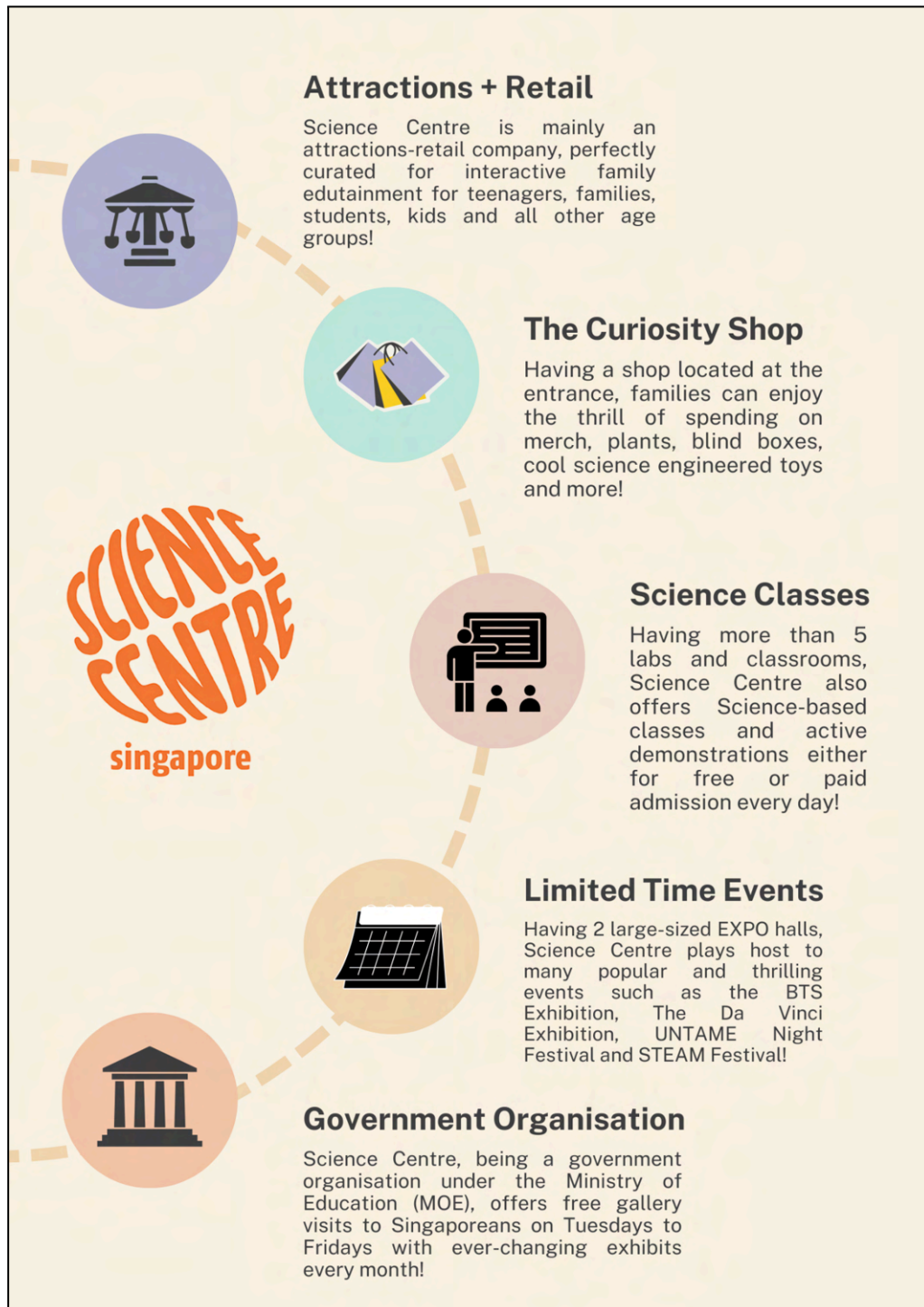
- Must not offer or accept any favours or special treatment or become obligated to anyone.
- In our personal investments, we must not make use of connections or which arise out of official dealings.



Exercise prudence in managing public resources.

- Goods and services procured must provide value for money and be appropriate to the occasion.
- Must not be extravagant or careless in the use of public resources, or be seen to do so.

Nature of Business



Strengths & Weaknesses

Strengths:

- **Suitable attraction for all age groups.**

With various facilities under the same chain of attractions—Science Centre, KidsSTOP, Omni-Theatre, and Snow City—all age groups are effectively catered to:

Science Centre: Students, Teenagers, Adults & Seniors.

Snow City: Adults & Teenagers.

Omni-Theatre: Families, Adults, Teenagers & Seniors.

KidsSTOP: Families & Kids.

Escape Room: Teenagers & Adults.

- **Strategic location increases accessibility.**

The Science Centre, located in Jurong East, is easily accessible via bus, MRT, taxis, and other transportation methods.

- **Wheelchair-friendly.**

Despite the diverse range of attractions under the same chain, all exhibits, facilities, and attractions are equipped with ramps to ensure accessibility for individuals who use wheelchairs or cannot use stairs.

Weaknesses:

- **Limited Payment Methods.**

As the Science Centre transitions from a physical ticketing counter to a fully-online system, there has been widespread frustration due to the unfriendly user interface and limited payment methods. Currently, only VISA, AMEX, MasterCard, and WeChat are accepted, requiring users to manually input card details for each transaction.

- **Unclear & Unattractive Signages.**

The plain designs and colour schemes of the signage often lead to them being overlooked, lacking an "eye-catching" appeal. Those who do notice them have pointed out that the signages lack Chinese language, posing a challenge for non-English speakers, especially considering the high volume of Chinese visitors.

- **Categorisation of Tickets on Website.**

Many customers have expressed frustration at the fact that the information provided is too disorderly. Due to the fact that there are many different types of tickets and bundles, customers are often confused on which tickets are meant for general admission due to the messy classification of tickets.

Learning Experiences

Work Activities Carried Out

- **Ambassador**

- + Act as an information guide, offering directions and addressing queries while aiding customers with online ticket purchases.
- + Manage tour and school groups by coordinating with colleagues at turnstiles to accurately record class numbers for each school and update the daily sheet accordingly.

- **Turnstiles & Courtyard** *(Only for special events)*

- + Help scan and ensure guests have the correct tickets for the attractions.
- + Coordinate with Ambassadors to gather class numbers for each school in both morning and afternoon sessions.
- + Assist with wayfinding.
- + Verify membership validity, including corporate members, by checking authorization letters, staff passes, and tickets before allowing admission.

- **Laser Maze & Mirror Maze**

- + Verify Laser Maze tickets for playing customers.
- + Provide thorough instructions for the game.
- + Confirm that participants are at least 7 years old and free from nyctophobia.
- + Mirror Maze: Ensure guests have foam sticks to prevent getting lost.
- + Brief about emergency exits.

- **E3 Flightcrafter**

- + Ensuring orderly guest queues.
- + Verifying system functionality.
- + Addressing software crashes by promptly restarting the system.
- + Setting aircraft settings in advance to facilitate smooth operation during playtime.

- **Omni-Theatre Turnstile**

- + Ensure that guests have purchased the correct tickets to the correct attraction for the correct showtime. If not, rescheduling is available.
- + Handling group bookings.
- + Ensure that projection quality is good and no technical faults.
- + Ensure that announcements are given promptly.
- + Ensure that the glass doors are opened and closed promptly.
- + For third-party tickets, ensure reservations are made to secure a seat.

- **KidsSTOP Entrance**

- + Assist in scanning tickets for public, kindergarten & school groups.
- + Duties are similar to turnstiles.
- + Conducting Hand-Foot & Mouth Disease (HFMD) checks on children before allowing admission.
- + Providing ticket prices and assisting in ticket purchase.

- **Curiosity Shop**

- + Replenishment of store products.
- + Assisting in ad-hoc duties.
- + Ensuring no shoplifters.
- + Providing recommendations to guests.
- + Assisting with queries on products.

- **Escape Room**

- + Assisting in scanning tickets & ensuring correct tickets for the correct attraction.
- + Providing safety briefings for paying customers.
- + Assisting in clue-giving.
- + Proper reset of all 3 rooms: Dr. X, Shangri-La and Museum of Humankind.

Observations

- Every morning, a morning sharing will be conducted by full-timers who are manning the “Visitor Services Centre”. The sharing will always consist of the events for the day, school bookings, maintenance and shop promotion updates accompanied by feedback from supervisors.
- When dealing with dissatisfied customers seeking to voice concerns, staff members consistently employ a calm and composed approach. They refrain from using harsh language and instead concentrate on employing the GIST framework (*mentioned above*), aiming to resolve issues and offer effective solutions.
- The Science Centre actively seeks feedback from customers and staff, including interns, to foster continuous improvement. The director emphasised the value of all feedback and mentioned that **“No feedback is wrong or right.”** Accompanying this, all interns participated in the company-exclusive project whereby all are required to come up with a proposal (*report-slides format*) and present recommendations for enhancing aspects in terms of visits, processes, and engagement methods to the director and HODs.

Learning Points

- **Professionalism**

Despite personal differences when working with a colleague I do not get along with, I prioritise maintaining a "work-only" mindset, focusing on tasks and effective communication to achieve professional success without letting interpersonal issues affect my performance.

- **Handling Different Customer Behaviours**

There are many different customer behaviours: demanding, complainer, impatient, angry, rip-off etc. Therefore, it is essential to find a common ground and be positive, open-minded and understanding of the way they feel and assist them as much as possible to ensure customer satisfaction.

- **Clarity is Essential**

In customer service, conveying information simply and accurately and avoiding complicated jargons ensures customer comprehension. For staff efficiency, asking questions whenever unclear enhances operational effectiveness and accurate information delivery.

Suggestions for Improvements

- **Expanding Dining Options**

With only three eateries, including one offering halal options, inconvenience may arise. The restricted culinary offerings might not cater to diverse religious or personal preferences, highlighting the importance of a more varied selection, with a focus on halal options for Muslim guests.

- **Expanding Payment Options**

As an attraction that accepts only four payment methods—WeChat, AMEX, VISA, and MasterCard—requiring manual entry of card details and transaction authorization through OTPs can be inconvenient for customers. Introducing additional payment options like Apple Pay and PayNow could streamline the process.

- **Upgrading Scanners**

Having ticket scanners that can scan tickets at a faster rate for both third-party and official tickets would be much more beneficial on days with long queues.

Reflections on Learning Experiences

PMI Reflection on Learning Exp.

Plus What were my strengths? Skills finally acquired?	• Multi-tasking • Upselling & Cross-Selling • Thinking Straight in Tough Situations • Upholding the “No wrong-door” Policy • Possessing a Warm & Welcoming Personality • Maintaining Professionalism • Being Adaptable to last-minute changes
Minus What were my weaknesses? In which areas was I least successful?	• Handling Membership Inquiries • Maintaining a Kid-Friendly Attitude • Lengthening Customer Interactions
Improve What are some specific strategies or activities I can undertake to improve particular skills for next time?	• Rapport-Building with Customers • Communicating with a non-English speaker • Handling Customer Feedback Positively • Avoiding Local Slangs when Conversing • Troubleshooting Skills

Conclusion

My internship at the Science Centre has been a rewarding and enriching experience. It marked my introduction to an unfamiliar industry, allowing me to gain a diverse range of positive and challenging experiences.

This opportunity has equipped me with valuable technical and soft skills, including patience, understanding, and open-mindedness, which I believe will contribute to my future development. The supportive and friendly staff played a crucial role in my learning journey, offering insights and constructive feedback.

Looking back, my time at the Science Centre not only provided professional insights and personal improvements but also fostered meaningful friendships, making me feel at home in a new work environment.



References

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- <https://www.science.edu.sg/docs/default-source/scs-documents/about-us/annual-reports/annual-report-22-23.pdf>

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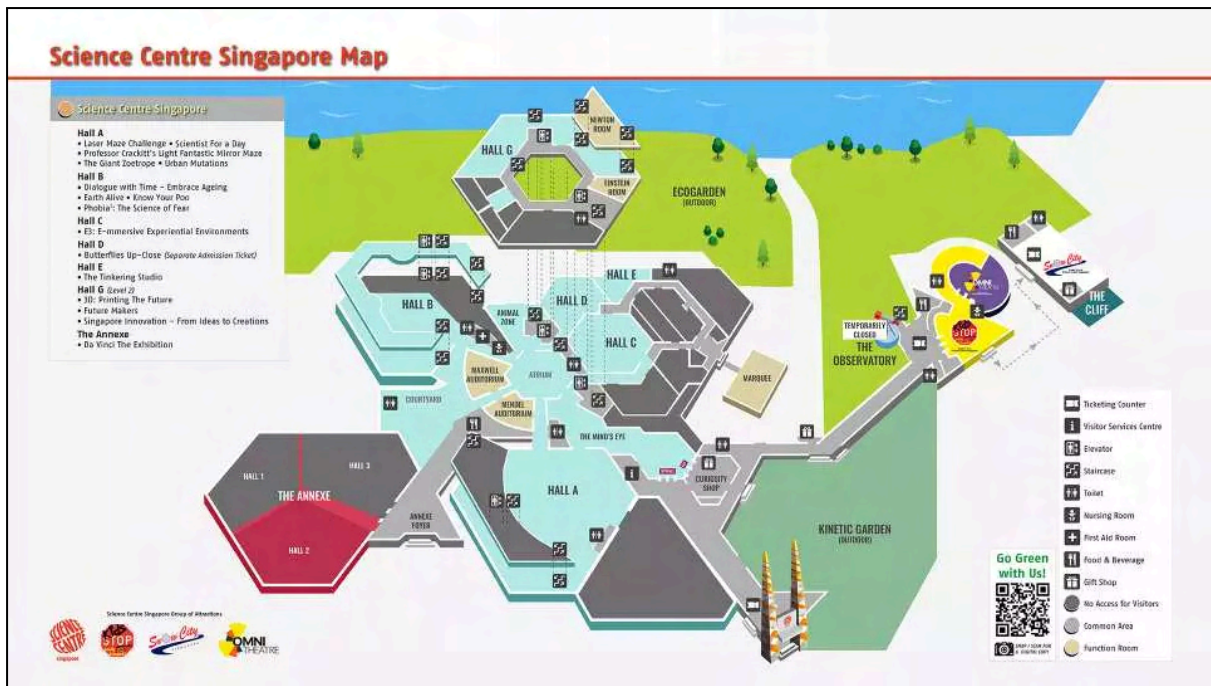
Appendices



Appendix 1.1: Board Members of Science Centre (1)



Appendix 1.2: Board Members of Science Centre (2)



Appendix 1.3: Science Centre's Site Map



Appendix 1.4: KidsSTOP & Omni Theatre's Site Map

PLAN YOUR VISIT

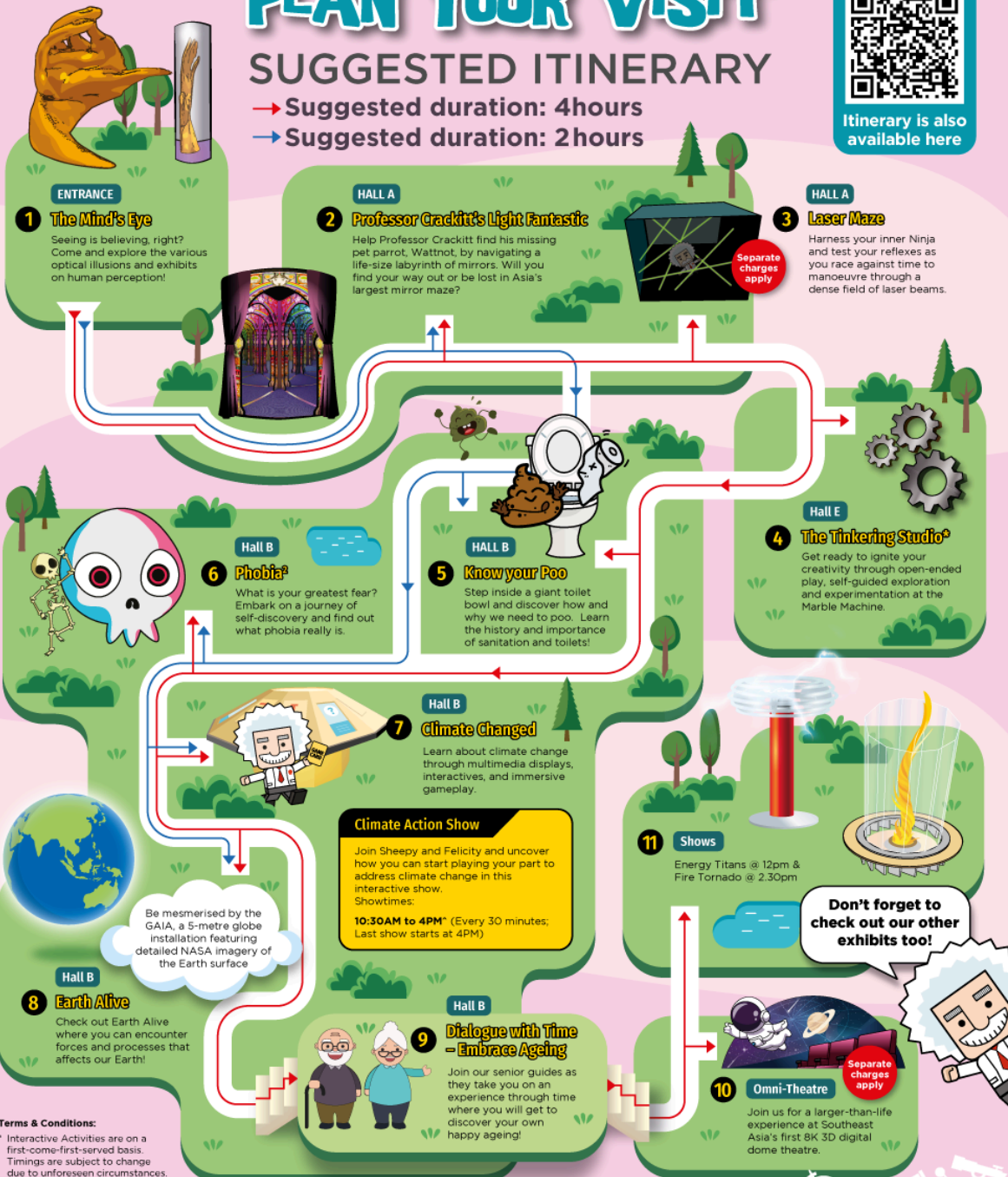
SUGGESTED ITINERARY

→ Suggested duration: 4 hours

→ Suggested duration: 2 hours



Itinerary is also available here



Terms & Conditions:

* Interactive Activities are on a first-come-first-served basis. Timings are subject to change due to unforeseen circumstances. Please check onsite for latest updates.

^a Due to limited seating capacity at various venues, entry and seating will be based on a first-come-first-served basis.



sciencecentresg sciencectrssingapore
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Appendix 1.5: Simplified Site Map of Science Centre.

Attraction	Type	Period	Child (3-12 yrs old)	Adult	Senior Citizen (60 yrs & above)
SC Annual Pass	SG/PR	1 year	\$15	\$20	-
	Standard	1 year	\$25	\$35	-
Science Centre	SG/PR	Off-Peak	FOC	FOC	FOC
		Peak	\$4	\$6	\$4
	Standard	Off-Peak/ Peak	\$8	\$12	\$12
Laser Maze	-	Off-Peak/ Peak	\$5		
Gallery Trail (\$5 ala carte)	SG/PR	Peak	Combo: \$9	-	-
	Standard	Peak	Combo: \$13	-	-
Science Show (\$5 ala carte)	SG/PR	Peak	Combo: \$8	Combo: \$10	Combo: \$8
	Standard	Peak	Combo: \$12	Combo: \$16	-
Escape Room (includes SC)			Mon-Wed (School Holiday): \$20; Thu-Fri: \$25; Sat-Sun: \$30		
Attraction	Type	Period	Child (18 mths - 8 yrs)	Adult	Senior Citizen (60 yrs & above)
KidsSTOP Annual Pass	SG/PR	1 year	\$45	\$22	-
	Standard	1 year	\$70	\$40	-
KidsSTOP	SG/PR	Off-Peak	\$5	\$2	FOC
		Peak	\$10	\$5	\$5
	Standard	Off-Peak	\$20	\$10	FOC
		Peak	\$23	\$13	\$13
'Science Pop' Newsletter'	SG/PR	Off-Peak	Combo: \$8	-	-
		Peak	Combo: \$13	-	-
	Standard	Off-Peak	Combo: \$23	-	-
		Peak	Combo: \$26	-	-

Appendix 1.6: Pricing Table for Science Centre's Offerings. (1)

Little Footprints Trail Kit (\$25 ala carte)	SG/PR	Off-Peak	Combo: \$30	-	-
		Peak	Combo: \$35	-	-
	Standard	Off-Peak	Combo: \$45	-	-
		Peak	Combo: \$48	-	-
Attraction	Type	Period	Child (3-12 yrs old)	Adult	Senior Citizen (60 yrs & above)
Omni-Theatre (\$14 ala carte)	SG/PR	Peak	Combo: \$17.90	Combo: \$19.90	\$12
	Standard	Off-Peak/ Peak	Combo: \$21.90	Combo: \$23.90	
Snow City *sold on Snow City website only	SG/PR/ Standard	1 hour + Ride	\$19*	\$23*	-
		2 hours	\$20*	\$27*	-
	Standard	1 hour + Ride	Combo: \$25	Combo: \$29	

Appendix 1.7: Pricing Table for Science Centre's Offerings. (2)