

■ My **Intern** ship Journey

(Guest Experience & Retail)

A presentation by Abdul (30)



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01 Introduction

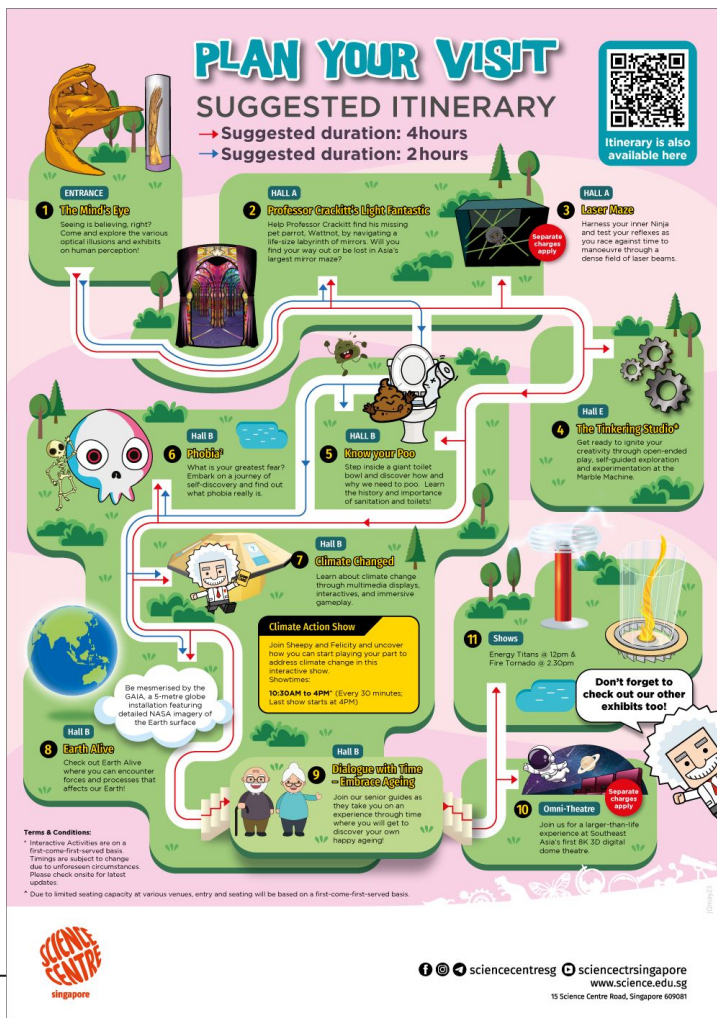
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A Brief Overview

Science Centre Singapore brings out the wonders of Science & Technology through:

- **Curating Exhibits Yearly:** Science in Everyday Life.
- **Exclusive Activities:** Introducing the wonders of Science & Technology.
- **Crafting Educational Programmes & Merchandise:** Magazines, Toys & Demonstrations to complement the Science Syllabus.





➤ Fig 1.1: Colourful Version of Science Centre Site Map

Main Highlights:

- Mirror Maze
- Laser Maze
- Phobia Exhibit
- The Earth Alive
- Fire Tornado & Tesla Coil Demonstration



Fig 1.3: KidsSTOP Site Map



02

■ **Back ground Information**

The Foundation al Pillars



Vision

Where Science Befriends and Transforms the Minds of Millions.



Mission

To promote interest, learning and creativity in Science and Technology.

Contribute to the nation's development of its human resource.



Core Values

- Passion
- Innovation
- Professionalism
- Quality

Organisational Structure



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.

Organisational Structure



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.

Organisational Structure



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.

Organisational Structure



Name: Halimah Binte Rahaman

Affiliate: On-grounds Supervisor & Interns Management

Work Tenure: 32 years or more.

Job Role: Overseeing Staff Development, Roster Planning, Staff Compliance, OJTs / Training and more.



Name: Maslihna Binte Mohammad Ali

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.

Board Members



Board Members



Board Members



Board Members



Departments in



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
- **Guest Experience & Retail**
- Special Projects & Travelling Exhibitions



OTT & Kids STOP

- KidsSTOP
- **Guest Experience & Retail**
- Facilities Management

Do you know that...

Over 250 people

are currently working at Science Centre as of Jan, 1 2024?

* Numbers are obtained from overall Supervisor & Full-Timers' insights *

Service Commitment Culture

G	Greet guests warmly.
I	Initiate help readily.
S	Smile cheerfully.
T	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:



Attraction-Retail (Edutainment)

- Contains a variety of family-friendly exhibits that focuses on educational entertainment and selling merchandise.

Science Classes & Demos

- Having more than 5 labs, classes are offered every day.
- Scientific demos are also displayed at certain timings every day.

Government Organisation

- Being under the Ministry of Education (MOE), they offer free visits & heavily discounted rates for Singaporeans.

Limited-Time Events

- Having 2 large halls, Science Centre plays host to many famous events all-year round e.g Da Vinci & BTS Exhibitions.

Strengths



Suitable Attraction for All Age Groups

All group of attractions all cater effectively to each particular age group.



Strategic Location Increases Accessibility

Easily accessible by all modes of transportation.



Wheelchair Friendly

All exhibits and facilities are equipped with ramps, ensuring maximum accessibility.

Weaknesses



Limited **Payment** Methods

Ticketing has transitioned to a fully digital system. However, the limitation of payment methods prove it to be a hassle.



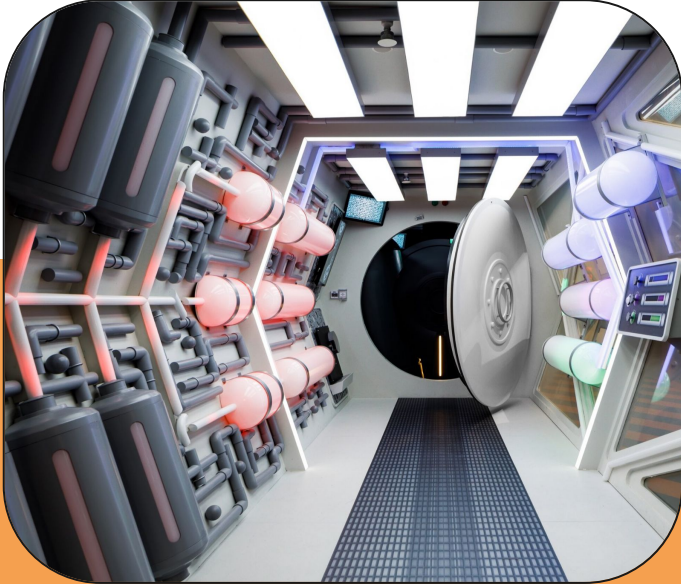
Unclear & Unattractive **Signages**

Guests often overlook the signages due to its plain design and absence of multilingual support.



Categorisation of **Tickets** on Website

Information provided on the website is too wordy and sandwiched, making guests confused due to its disorderliness.



03

■ Learning Experiences

Work Activities Carried Out



Ambassador

- + Act as an information guide & aid customers.
- + Handle school & tour groups by coordinating with Turnstiles to get headcount numbers
- + Ensure guests use the lockers provided to store suitcases.

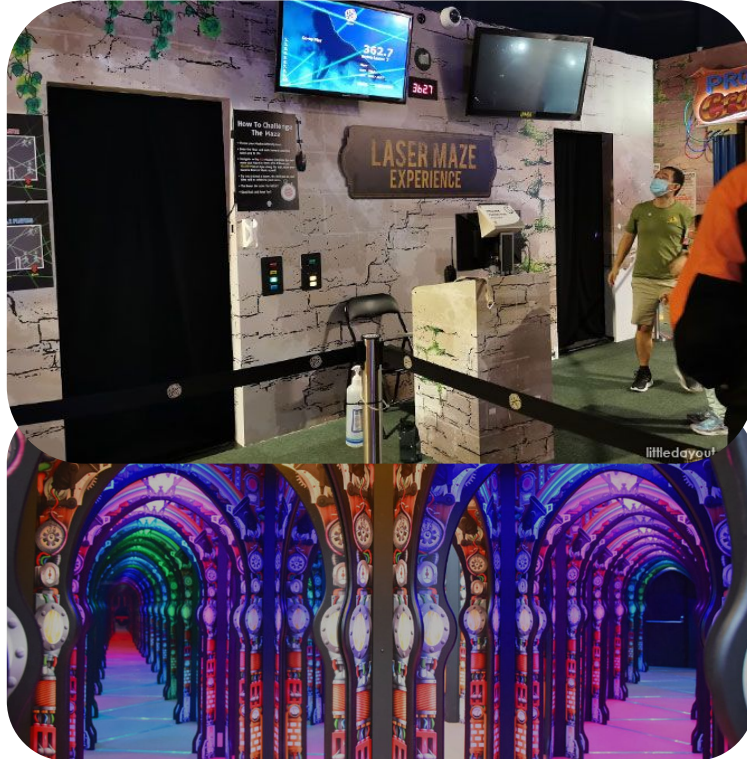
Work **Activities** Carried Out



Turnstiles / Courtyard

- + Ensure guests have the correct ticket to the correct attraction.
- + Coordinate with Ambassadors to account for class numbers.
- + Verify membership validity for public and corporate members.

Work Activities **Carried Out**



Laser Maze & Mirror Maze

- + Verify Laser Maze tickets & validity.
- + Provide a briefing.
- + Confirm that participants are aged 7 years & above.
- + Mirror Maze: Provide foam sticks.
- + Brief regarding emergency exits.

Work Activities Carried Out



E3: Flightcrafter

- + Ensure guests queue up.
- + Verifying system functionality & resolving software crashes.
- + Timely set-up of aircraft settings & mods.

Work Activities Carried Out



Omni Theatre Turnstile

- + Ensure guests purchase correct tickets for the correct showtime.
- + Handling group bookings and efficient scanning of tickets.
- + Ensure projection quality is good.
- + Ensure that announcements are given promptly.

Work **Activities** Carried Out



Kids**STOP** Entrance

- + Assist in scanning tickets and handling bookings for public and schools.
- + Conducting health checks for Hand-Foot & Mouth Disease (HFMD).
- + Aiding customers and their queries.

Work Activities **Carried Out**



Curiosity Shop

- + Replenishing store products.
- + Ensuring no shoplifters.
- + Providing recommendations.
- + Assisting in customer queries.

Work Activities Carried Out



Escape Room

- + Scanning tickets for the correct attraction.
- + Providing safety briefings.
- + Assist in clue-giving.
- + Proper resetting of all 3 rooms.

bservations



Morning Briefings

- Sharing will always consist of events for the day, school/tour bookings, daily objectives, supervisor's remarks, maintenance & shop updates.



Difficult Customers

- When dealing with them, many full-timers refrain from using a harsh tone and concentrate on resolving the problem using the GIST method.



Feedback

- Feedback is always encouraged by supervisors & HODs.
- All interns participated in a company project to improve Science Centre's processes.

Learning Points



Professional ism

Maintain a “work-only” mindset and do not let personal relationships affect the way you work.



Handling Different **Customer Behav**i ours

Finding a common ground & communicating effectively and respectfully when dealing with difficult customers.



Clarity is Essential

Conveying information simply and accurately is crucial.

Asking questions whenever unclear enhances understanding, operational effectiveness & confidence.

Suggestions for Improvements



Expanding Dining Options

Out of 3 eateries, only one provides halal options. As such, another restaurant can be opened to cater to Muslim guests.



Expanding Payment Options

Inputting card details manually proves to be a hassle for paying customers. As such, introducing alternative cashless payment methods may prove useful.



Upgrading Scanners

Faster ticket scanners benefit both third-party and official website ticket holders, particularly on busy days with long queues.



04

■ 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

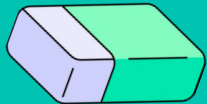
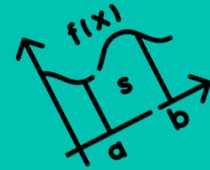
What were my weaknesses? In which areas was I least successful?

- 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





05

■ Conclusion

A Brief Conclusion

My internship proved to be an enriching and rewarding one as it had:

- Offered Diverse Experiences & Valuable Skill Sets
- Fostered Meaningful Friendships & Connections
- Provided Industry Insights & Personal Improvements

Additionally, the warm and caring staff made me feel comfortable and homely by being accommodating throughout. I will definitely miss them!



**An eat-mersive
experience!**





06

■ **My Photos!**

#STEAM FESTIVAL 2023

Reminiscing the time I spent with the full-timers and interns from the previous and same batch as me! Do you see a familiar face?



An eat-mersive experience!





#TBT 2023

"Now as I conclude my internship, I will miss those friendly faces and moments that made me laugh even when I was under the weather. I'll definitely miss them as I move forward."

- Abdul 2024

An eat-mersive



Thank You!

The floor is now open for Q&As.