AI PLAYBOOK

Electronics, Marine and Engineering Sectors

An AI adoption guide for companies in the Electronics, Marine & Engineering sectors, featuring sector-specific examples that enhance workplace productivity, safety, and drive long-term business competitiveness.

NTUC'S AI-READY SG INITIATIVE

INTRODUCTION

NTUC's AI-Ready SG is an initiative driven by NTUC Job Security Council to help workers thrive in an AI-enabled future. Working with tripartite partners, AI-Ready SG consolidates AI initiatives for both workers and employers, equipping workers with AI relevant skills, supporting companies in business transformation and job redesign for better worker outcomes, and improving job matching so workers can access better opportunities; thereby contributing towards a fair transition for workers amid AI adoption.

This playbook is designed to guide workers and companies in navigating the AI-enabled economy. It shares resources, strategies, and success stories that illustrate how job redesign and upskilling in AI can raise productivity and benefit both workers and businesses.

AI READY SG An initiative of NTUC Job Security Council

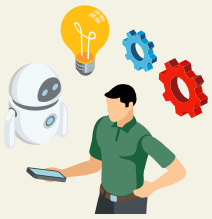
e2i Employment and Employability Institute

ntuc LearningHub

ntuc sme partners

SUPPORTING OUR WORKERS

TRAINING & UPSKILLING SUPPORT



AI is reshaping the way we work, creating new opportunities for workers. By upskilling in AI, workers gain confidence in using AI tools and can take on AI-augmented roles. NTUC is committed to ensuring every worker has access to AI training, regardless of background or experience. Through NTUC LearningHub's broad-based and role-specific AI courses (supported by SSG funding), AI upskilling is made accessible and affordable.

Broad-based AI Skills Training

NTUC LearningHub's curated broad-based courses build essential AI and critical thinking skills for professionals across industries. Participants learn practical generative AI skills, including prompt engineering and business applications, alongside sector-specific use cases to support effective decision-making in an AI-enabled workplace.

Role-based AI Skills Training

Leaders

Courses that focus on equipping leaders to lead AI-driven changes, implementing AI strategies and making data-driven decisions.

Marketing Professional

Courses to equip marketing professionals with practical AI skills to enhance creativity and campaign performance.

Finance Professional

Courses that help finance professionals harness generative AI for smarter decision-making and work automation.

Visit NTUC LearningHub's website to find out more!

https://www.ntuclearninghub.com/ai-playbook/eme

Union Training Assistance Programme (UTAP)

NTUC members can defray the cost of AI courses and AI tools through UTAP, with **50% support on unfunded cost***.

**Unfunded cost refers to the balance fee payable after applicable government subsidy. Prevailing funding caps apply.*

For more information on eligibility and how to claim your benefit, please visit: ntuc.org.sg/uportal/programmes/union-training-assistance-programme

NTUC LearningHub Learning eXperience Platform (LXP)

A one-stop online learning platform, which offers timely, bite-sized and quality content to upskill anytime and anywhere.

Discover more at ntuclearninghub.com/lxp

EMPLOYMENT SUPPORT

Navigating career transitions and finding the right opportunities can be challenging in a rapidly changing job market. As AI reshapes jobs and skills, employment support for workers must harness AI and evolve alongside the technology. NTUC is committed to supporting workers at every stage of their career, providing practical resources, personalised guidance, and innovative tools and solutions to better meet workers' evolving needs.

NTUC AI Career Coach (AICC)

The **NTUC AICC** is a one-stop AI-powered platform that helps workers at every stage in their job search journey to assess their career readiness, pinpoint skills gaps, and explore pathways to upskill or pivot into in-demand roles.

Receive your personalised career support at aicareercoach.ntuc.org.sg/dashboard

NTUC e2i's Career & Job Centres

e2i operates **Career and Job Centres** across the island that offer personalised career coaching and job matching services to support jobseekers in navigating the job market. Through tailored guidance and job matching, e2i helps jobseekers identify suitable opportunities, address skills gaps, and make informed career moves as jobs and skills evolve in the AI-enable economy.

For location details and operating hours of e2i Career Centres and e2i Jobs and Skills Centres, please visit:

e2i.com.sg/locations/

Make an appointment to meet a career coach today:

https://e2i.sg/jobmatching

ENABLING BUSINESS AND WORKFORCE TRANSFORMATION

AI TRANSFORMATION

AI is a key driving force of today's industrial transformation. As industries transform, AI is also creating opportunities for workers to take on safer, smarter, and higher-value roles. Across the world, AI is reshaping jobs, reducing repetitive tasks and enabling employees to focus on higher value-added tasks.

To help workers and businesses embark on this transformation, NTUC acts as a strategic enabler through tripartite collaboration:

Collaborative Strategy Design

Bringing the labour movement, employers, and government partners together

Workforce Integration

Aligning technology adoption with job redesign and upskilling

Guided Transformation

Using proven tools like the Operations & Technology Roadmap (OTR)

NTUC supports companies in business and workforce transformation, upskilling, and job redesign, including AI adoption through the Company Training Committee (CTC) and grant funding. In turn, workers benefit from better career prospects and wages through skills allowances, wage progression, and career development plans. This approach enables companies to embed AI into their operations to boost productivity while creating better jobs and better job prospects for workers.

The next section outlines NTUC's resources and services to help companies kickstart their AI transformation journey.

GETTING STARTED ON AI TRANSFORMATION

The NTUC AI Transformation Blueprint offers a step-by-step framework to assess AI readiness (via the AI Readiness Index), provide tailored consultations, develop a customised AI Operation and Technology Roadmap, identify training and talent needs, and access CTC and grant funding to implement AI.

Here is how companies can leverage NTUC's ecosystem of resources to get started:

1. AI-Readiness Assessment

Complete a 3-minute AI assessment to receive a personalised report on your organisation and workforce's current AI readiness and identify key gaps to reach your desired state.

- **http://ntuc.airi.sg**

2. Consultation

Receive consultation from NTUC's Industry Training Officers (ITO) who will guide you through your transformation journey, connecting you with the necessary help and resources to achieve your goals.

- **https://www.ntuc.org.sg/jsc/contact-us**

3. AI OTR

Partner us to build a future-ready business and workforce by developing a customised AI Operation and Technology Roadmap (AI OTR). This process identifies suitable resources including AI solutions and training to support business growth and manpower transformation.

4. AI Training

NTUC LearningHub offers customised learning solutions and Learning eXperience Platform (LXP) courses, with various government funding of up to 90%.

5. Talent & Job Redesign

e2i provides access to funding support and programmes that make upskilling, reskilling and job redesign more affordable and practical for SMEs.

6. AI Solutioning

Collaborate with NTUC ecosystem solution partners to scope AI application projects to solve business challenges and drive AI adoption effectively.

7. NTUC CTC & Grant

Form a Company Training Committee (CTC) with us and drive business and workforce transformation through AI skills upgrading, job redesign, and AI solution adoption with CTC funding of up to 70%.

Read about how some businesses have tapped on the CTC and grant to transform their business and workforce in this playbook.

THE AI OTR METHODOLOGY

The **AI Operation & Technology Roadmap (AI OTR)** is a structured, forward-looking framework that helps companies align their business objectives, technology plans, and workforce strategies. Unlike conventional transformation efforts that focus purely on identifying technology, OTR emphasises on cross-functional collaboration, ensuring alignment between leadership, operations, and technical teams.

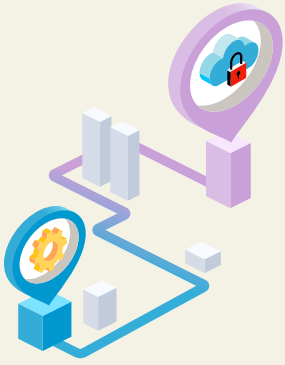
Understanding the Need for Change

OTR helps companies anticipate industry shifts, assess their impact on competitiveness, and clarify the business objectives driving AI adoption. Through facilitated workshops, leaders and employees co-create purpose-driven AI initiatives aligned with strategic priorities and workforce needs, ensuring AI adoption is guided by intent, not technology.

Mapping Digitalisation and AI Opportunities

With clear objectives, companies identify high-value AI and digital opportunities aligned to business needs. Facilitators help prioritise initiatives based on impact, feasibility, and readiness, ensuring resources deliver meaningful outcomes for both businesses and workers.

Charting the Path Forward



The OTR culminates in a time-bound AI roadmap that aligns business vision, technology adoption, and workforce development. Anchored by a strong workforce transformation plan, it equips employees with the skills and mindset for AI adoption. Through this process, organisations embed AI into how they plan and operate, ensuring a human-centric and future-ready transformation.

Sustaining Transformation Through Ecosystem Collaboration

Sustainable AI transformation is enabled by Singapore's tripartite ecosystem. As a key connector, NTUC links companies to funding, training, and capability-building support which ensures AI roadmaps translate smoothly from strategy to implementation.

Thank you to the NTUC IT&T & UWEEI team for partnering with us to shape our 2030 AI and digitalisation roadmap. The workshop's methodology was instrumental in helping our team to form a unified roadmap by uncovering blind spots, spark meaningful discussions, and connect insights across various functions. Through the workshop, we gained clarity and alignment that will guide us forward. We see this not as the end, but the beginning of a deeper collaboration, and we look forward to continuing this partnership as we transform our workforce for the future.

Mr Balamurali Kumar V,
Senior Director, Manufacturing Excellence
STMicroelectronics

STMicroelectronics

Uweei

Through the AI Roadmap OTR, we gained clarity on where AI can create the greatest impact for SSMC. The structured process helped us identify opportunities, prioritise initiatives, and align our teams. We didn't just chart our unique roadmap, the process also helped align our people to move forward with confidence. We extend our sincere thanks to UWEEI and NTUC for bringing us through this process!

Mr Lim Soon,
Chief Executive Officer
Systems on Silicon Manufacturing Company

ssmc®
(A Joint Venture of NXP & TSMC)

Uweei

AI TRAINING TO UPSKILL WORKERS

As AI becomes more pervasive, building employees' skills and confidence is a business imperative. AI capability enables workers to adapt faster and perform better, while helping businesses drive productivity, innovation and competitiveness.

NTUC LearningHub Learning eXperience Platform (LXP) Enterprise

LXP Enterprise is a one-stop digital learning platform that enables businesses to identify skills gaps, deploy targeted training and track workforce progress using expert-led online courses. Employees can learn anytime to build job-ready digital, technical and adaptive skills, while earning certificates upon course completion.

Meet your corporate training needs with LXP Enterprise
https://www.ntuclearninghub.com/lxp/enterprise

NTUC LearningHub AI Programmes and Courses

NTUC LearningHub offers a comprehensive suite of AI programmes, from foundational AI literacy to role-based training for functions such as Marketing, Finance, and Sales. NTUC LearningHub also provides sector-specific AI modules that enable organisations to apply AI effectively within their industry.

Partner NTUC LearningHub to enhance your workforce's AI capabilities and readiness today. https://www.ntuclearninghub.com/ai-playbook/eme

TALENT & JOB REDESIGN

As more companies adopt AI, job scopes, talent needs, and skill requirements change. NTUC supports companies with programmes and funding for job redesign and reskilling, while helping them access the right talent needed for emerging roles.

Hiring & Recruitment services

e2i offers one-stop, personalised support for companies' manpower and training needs. e2i will work with you to identify your requirements, assist in outreach and screening of potential recruits, and connect you with shortlisted candidates.

For more information, please visit https://e2i.sg/manpower

Career Conversion Programmes (CCPs)

CCPs provide employers support to broaden their talent pool by reskilling mid-career new hires and/or existing employees into growth jobs with longer-term prospects and opportunities. These may include roles that are redesigned or newly created due to digitalisation or AI adoption.

For new hires
Salary support for the duration of On-the-Job Training and any facilitated training:
- Up to 70% of monthly salary (capped at $5,000/month)
- Up to 90% of monthly salary for mature workers (≥40 years old) or long-term unemployed (capped at $7,500/month)

For existing workers (redeployment / reskilling)
- Support for Job Redesign Reskilling (JRR) to enable workers to take on growth job roles that could include AI-related skills

For more information, please visit https://e2i.sg/ccp

COMPANY TRAINING COMMITTEE GRANT (CTC GRANT)

The NTUC CTC Grant, managed by e2i, supports companies with CTCs in driving business and workforce transformation, including AI adoption. It helps businesses boost productivity and competitiveness while enabling workers to develop skills, take on higher-value roles, and access better wages and career opportunities.

As of Sep 2025, NTUC had approved **over 700 NTUC CTC Grant projects** across various industries, of which over 70 are AI focused projects. Through the CTC Grant, close to 10,000 workers have been upskilled and enjoy better wages and work prospects.

Funding Parameters

Eligible companies that form CTCs can receive up to 70% funding support for qualifying project costs including (but not limited to):

- In-house or external training (non-SSG supported) tied to transformation project
- Equipment and software essential to job redesign
- Consultancy services

Qualifying items are assessed based on whether they drive better business and worker outcomes. These include (but not limited to):

- **Enterprise Transformation:** Enhance business capabilities, innovation, and/or productivity
- **Workforce Transformation:** Better career prospects and wages for workers (Singaporeans and Singapore PRs) through efforts such as job redesign.

Worker Outcome Requirements

Applicant to commit to at least 1 of the following worker outcomes:

- Wage increase; and/or
- Recurrent Skills Allowance[1] or One-time Allowance[2]; and/or
- Implemented Career Development Plan (CDP) that is communicated to staff

[1] *Frequency can be either monthly, quarterly, half-yearly, or yearly, and amount is to be commensurate with the scale and type of project, in consultation with CTCs.*

[2] *This is applicable for projects with only training components tied to an approved CTC Grant transformation project. Amount of skills allowance is to be commensurate with scale and type of project.*

For more information on eligibility and the grant, please visit

https://e2i.sg/ntucctc

SECTORAL AI SOLUTIONS

AI IN ELECTRONICS, MARINE AND ENGINEERING SECTORS - USE CASES ACROSS EME VALUE CHAIN

AI is transforming every stage of the EME value chain not just by enabling smarter, faster, and more resilient operations, but also by reshaping jobs to make work safer, less repetitive, and more meaningful. As workers gain new skills and confidence with AI tools, businesses unlock efficiencies and innovation. Here are some areas where AI empowers people and drives business outcomes:

Intelligent Commodity & Demand Forecasting

Cost savings purchasing strategies based on commodity and demand trends.

Predictive Maintenance

Minimised disruption to production and improved throughput.

Automated Inspections

Increased defect detection speed and accuracy and ensures consistent product quality.

AI Assistant For Equipment Repair & Training

Reduced machine downtime, accelerated learning and enhanced workforce agility.

Autonomous Mobile Robots

Enhanced workplace safety and workers' ergonomics.

Smart Warehouse

Improved inventory oversight and faster order fulfilments.

AI-powered CRM

Smarter sales lead management resulting in higher conversions. Pro-active churn identification and prevention.

AI-powered Systems

Reduction in manual tasks and increased operational efficiency and accuracy.

AI TRAINING FOR EME SECTORS

In addition to gaining role-based AI skills, workers across the EME sectors can also gain sector-specific AI capabilities through NTUC LearningHub's structured training programmes. These programmes empower workers to deliver greater value in their jobs and strengthen their resilience in an evolving workforce.

NTUC LearningHub's courses are eligible for SkillsFuture Singapore (SSG) funding, absentee payroll support and Union Training Assistance Programme (UTAP) funding.

Certified AI for Industrial Automation Essentials

Build essential AI expertise for EME sectors through a structured learning path that starts with the basics and progresses to advanced concepts.

Fundamentals of AI Applications In Industrial Automation

Begin with the fundamentals to build a strong foundation in AI-driven applications and I4.0 technologies

WSG Internet of Things 101 (Built Environment)

Enhance system reliability and operational efficiency by integrating IoT with AI-driven solutions to enable proactive equipment health monitoring.

AI-Powered Business Workflow Automation with ChatGPT and DeepSeek

Unlock the potential for AI to transform business operations, streamline processes, boost productivity and support smarter business decisions.

AI Technologies using Python for Advanced Manufacturing

Harness AI using the Python programming language and gain practical insights from predictive maintenance to quality control.

Visit NTUC LearningHub's website to find out more!

https://www.ntuclearninghub.com/ai-playbook/eme

The next section demonstrates how some businesses have tapped on the strength of the tripartite partnership to embrace AI and integrate workforce upskilling into business transformation using the CTC scheme.

AI-DRIVEN TRANSFORMATIONS

AI-Powered Manufacturing Systems

VDL Enabling Technologies Group (VDL) is a contract manufacturer that provides advanced products and solutions for high-precision manufacturing applications.

United Workers of Electronics & Electrical Industries (UWEEI) through the **Company Training Committee (CTC)** and grant funding supported VDL to implement the AI-powered manufacturing solutions provided by **Solomon Technology Corporation**.

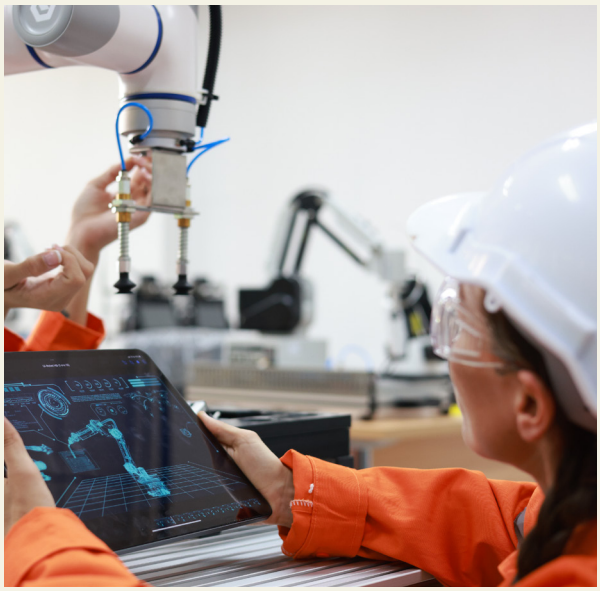
Upon implementation, VDL expects to achieve improved productivity through the timely delivery of production parts to the cleanroom. VDL also anticipates greater customer satisfaction as a result of more consistent product quality.

Challenges Faced	Solutions Adopted
Inconsistent Product Quality Manual inspections sometimes resulted in missed faults detection, leading to inconsistent product quality.	**AI-Driven Quality Inspection** AI detects faults during inspections of the product, resulting in better detection accuracy and product quality consistency.
Inferior Assembly Quality Technicians were performing the assembly unaware that the operation instructions were not up-to-date.	**Smart Work Guidance** Real-time instructions given to technicians while they are performing the assembly.
Low Production Efficiency Components delivered to the cleanroom were inspected and counted manually, which was time-consuming and prone to error.	**Automated Parts Detection** Vision system scans component parts before they are delivered to the cleanroom and flags any missing items, so that the correct parts can be delivered timely.

Training: To ensure the successful implementation and operation of the AI-powered manufacturing system, technicians underwent targeted AI Training programmes designed to build essential technical competencies that included building up foundational knowledge in AI, and learning effective troubleshooting techniques:

AI Support System Overview & Basic Operation: providing foundational knowledge of how the solution worked and hands-on experience in learning how to train the AI algorithm.

Basic Troubleshooting for AI and Vision Systems: equipping technicians with practical skills to diagnose and resolve common issues related to the AI algorithms and vision hardware.



Job Redesign: After the implementation of the AI-powered manufacturing solution, the technician role was **significantly redesigned and elevated from manual, repetitive tasks to a more technology-driven and multi-skilled position.**

The redesign introduced several key changes to the technicians' responsibilities, including:

- transitioning from manually inspecting parts to overseeing and operating AI-driven inspection systems,
- shifting from manual data entry and report preparation to validating defects and conducting root cause analysis in collaboration with engineers,
- progressing from single-focus inspection tasks to a multi-functional role encompassing system operation, maintenance, and troubleshooting.

"

AI-powered systems have revolutionised how our team operates. Real-time guidance eliminates uncertainty, enabling technicians to focus on delivering high quality work. Automated inspections reduce manual checks, allowing our people to concentrate on higher-value work making their roles easier, safer, and more rewarding.

Beyond process improvements, AI is reshaping our careers. By taking over repetitive tasks, we're redesigning jobs to emphasise advanced problem-solving and technical expertise, creating opportunities for upskilling and preparing our workforce for the future.

Edward Hew,
Process Engineering Manager
VDL Enabling Technologies Group

Autonomous Material Transport For Faster, Safer Production

Singapore Epson Industrial (SEP) provides advanced plating and surface engineering solutions to industries like aerospace, automotive and semiconductors.

Advanced Manufacturing Employees' Union (AMEU) through the **Company Training Committee (CTC)** and grant funding supported SEP to adopt the Smart Autonomous Mobile Robot (AMR) solution provided by **Glasmat**.

With the implementation of the AMR solution, SEP's production throughput is projected to increase by 25% coupled with 20% cycle time reduction.

Challenges Faced

Labour-intensive And Time Consuming Process

Transportation of the heavy production parts from the warehouse to the shopfloor was done manually and unavailability of workers to perform this task led to potential reduced production throughput.

Solutions Adopted

Smart Autonomous Mobile Robot (AMR)

Implementation of the AMR enabled automated material transport. The AMR interacts autonomously with shutter doors and delivers parts directly to the shopfloor on time for production. This eliminated the need for manual transportation, reduced injury risks, and ensured consistent, timely deliveries, improving both safety and operational efficiency.

Job Redesign: With the implementation of the AMR solution, workers can now concentrate more on overseeing material handling tasks through automation. Their roles have been redesigned from physically shifting parts between zones to assigning and monitoring AMR operations using handheld devices, streamlining workflows and enhancing efficiency.

The CTC grant has been instrumental in accelerating our adoption of automation technologies, particularly the deployment of the AMR system. With this support, we were able to train our team effectively and enhance operational efficiency by reducing manual handling and improving workflow.

It has helped future-proof our operations and allowed our staff to take on higher-value tasks. We are grateful for this partnership and look forward to continuing our innovation journey.

Fayth Tan,
Segment Manager
Singapore Epson Industrial

Being part of the CTC project was a great learning experience. I was trained to operate and troubleshoot the AMR, which not only boosted my technical skills but also gave me more confidence in handling advanced equipment. It's exciting to be part of the digital transformation in our company.

Louis Tan,
Assistant Leader
Singapore Epson Industrial

EPSON AMEU Advanced Manufacturing Employees' Union GLASMAT (S) PTE LTD AIR & WATER TECHNOLOGY

Architecting Training for Successful AI Integration

ST Engineering is a global technology, defence and engineering group with a diverse portfolio of businesses across aerospace, smart city, defence and public security domains. The Group harnesses technology and innovation to solve real-world problems, with operations spanning Asia, Europe, the Middle East and the U.S., serving customers in more than 100 countries.

ST Engineering Staff Union (STESU) through the **Company Training Committee (CTC)** and grant funding supported ST Engineering to implement training for their workers.

The training programme was co-developed in partnership with **NTUC LearningHub, Bosch Rexroth,** and **ST Engineering's Group Engineering Centre.**

Challenges Faced

Job Security Concerns

Technicians expressed anxiety that AI adoption might lead to job displacement with the perception that automation and intelligent systems could replace their roles entirely.

Low Awareness

Although AI had already been integrated into everyday tools such as scheduling systems, many employees remained unaware. This meant that workers did not recognise the benefits of how AI has been improving efficiency and reducing repetitive tasks.

Communication Gaps

Strategic-level AI deployments had not been translated into operational language that the employees could relate to.

Solutions Adopted

Launched AI Workforce Development Initiative

ST Engineering plans to upskill existing engineers and technicians in AI modules and system deployment. They also aim to cultivate "bilingual" AI talent – employees who are proficient in both technical AI skills and domain-specific applications such as data science, machine learning, cloud infrastructure, and cybersecurity.

ST Engineering worked with NTUC LearningHub to customise training content that focused on leveraging AI tools to optimise maintenance processes, improve operational efficiency, and enhance decision-making capabilities.

The use cases were contextualised to ST Engineering systems, enabling the employees to appreciate how AI is augmenting their daily work.

Training: To cultivate "bilingual" AI talent, ST Engineering developed 2 Levels of training programme for their technicians and engineers:

Technician Training: AI Awareness Programme

This is a hands-on course showcasing real-world AI applications that were contextualised to their work processes.

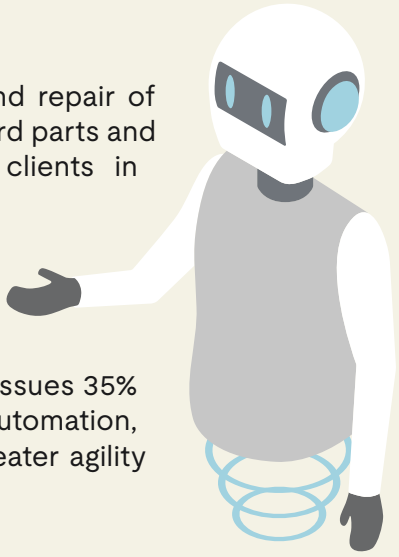
Engineer Upskilling: Structured AI Workforce Buildup

This is a 3-phase training programme designed to:

1. Establish foundational AI awareness and Machine Learning concepts and applications,
2. Embed AI into workflows and offerings through practical tools and methods and
3. Build future-ready AI capabilities via upskilling and reskilling advanced programmes

ST Engineering STESU ST ENGINEERING STAFF UNION ntuc LearningHub rexroth A Bosch Company

Powering Operational Efficiencies With AI



BSL Unify (BSL) specialises in the manufacturing, sourcing, supply, and repair of semiconductor equipment, including both premium bespoke and standard parts and assemblies. Beyond equipment services, BSL also supports their clients in optimising their supply chains by helping to eliminate excess inventories.

The Singapore Manual & Mercantile Workers' Union (SMMWU) through the **Company Training Committee (CTC)** and grant funding supported BSL to adopt the integrated AI System provided by **3echo**.

BSL has improved their purchase order speed by 50%, resolved quality issues 35% faster, and cut fulfilment delays by 60%. Productivity rose 40% through automation, enabling faster decisions and higher output. BSL now operates with greater agility and scalability while maintaining their lean resources.

Challenges Faced

Manual and Fragmented Operations

Spreadsheets and email were used for procurement, quality control, and order coordination. Data was scattered across multiple files, making it difficult to access accurate and timely information, leading to delays and errors.

Manual Handling of Inquiries

Customer and supplier enquiries were handled manually via email, consuming time and causing inconsistent responses. The absence of real-time visibility across departments resulted in duplicated efforts and errors.

Solutions Adopted

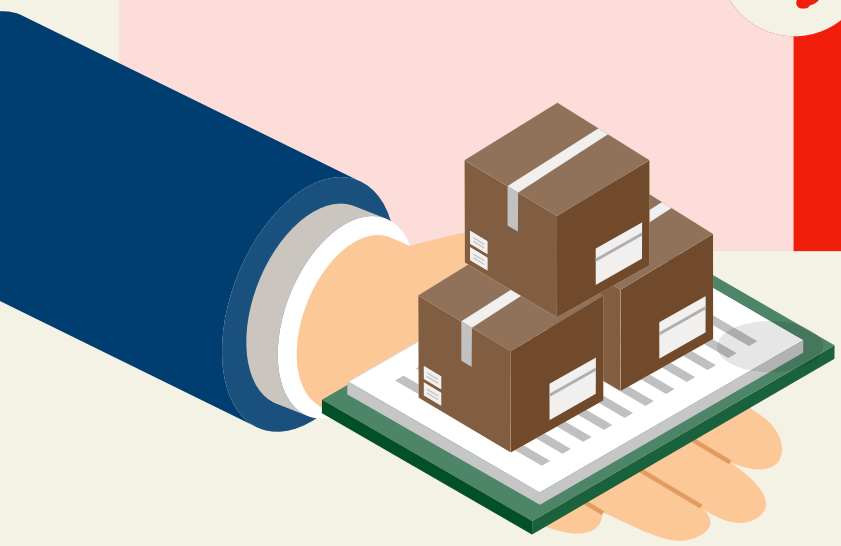
Smarter Workflows With Coordinated AI Agents

Multiple AI agents were integrated across operations, procurement, quality control, and finance, working in sync to automate workflows. By pulling accurate data from various sources, they streamlined the entire process from order receipt to delivery and post-delivery actions, reducing manual effort and improving speed and accuracy.

Self-Service Portal With AI Agent

An online portal with an AI agent enabled customers and suppliers to independently check their order status, access documents, and submit information.

The AI agent will also automatically follow up with payment reminders and outstanding documentation, significantly reducing administrative workload and improving response time.



Training: To ensure effective use of the solution and to support their transition to their new AI-enabled roles, all the affected employees received training on understanding the operational capabilities of the AI agents and how they worked. This helped the employees to confidently transition into their new roles and collaborate effectively with AI agents.

Job Redesign: Existing roles were redesigned to maximise the capabilities of the AI system and reflect new digital workflows.

Procurement: Staff who previously handled supplier quotes and inventory tracking manually now serve as Digital Procurement Analysts, focusing on planning, price comparison, and strategic purchasing decisions using real-time data.

Customer service and operations: Staff now concentrate on managing exceptions, escalations, and supplier coordination instead of routine order status updates.

Quality assurance: Staff have shifted from manual tracking and reporting to analysing live system data and driving continuous process improvements.

Previously, I was drowning in manual work. Every task meant endless spreadsheets and calls. With the new AI tools, I've cut 40–50% of that manual work and resolved issues 35% faster.

I feel proud of my role now, less apologising, more problem-solving. Most importantly, AI gave me back the time to focus on the parts of my work that matter most to me.

Ng Zhi Liang,
Customer Service & Operations
BSL Unify

AI Partner Case Study: Unlocking Sales Opportunities With AI

Schneider Electric is a global industrial technology leader, bringing expertise in electrification, automation and digitisation to smart industries, resilient infrastructure, and data centres. They deliver integrated, end-to-end AI-enabled Industrial IoT solutions designed to drive operational efficiency and enable profitable growth for customers.

With the AI-powered Customer Relationship Management platform by **Salesforce**, Schneider Electric's sales teams have reduced their time to close sales leads by 30%.

Challenges Faced

Difficulty Identifying Sales Opportunities

Large volumes of customer and asset data scattered across multiple systems made it hard to identify which clients needed upgrades or replacements.

Inefficient Lead Prioritisation

Sales representatives invested time on all leads, including those with low conversion potential, which resulted in missed opportunities with high-probability customers.

Solutions Adopted

CRM Analytics By Salesforce

Data from multiple sources were unified into a single tool to give the sales and service team a 360-degree view of their customers. The tool also helped to identify customers that may need to upgrade, modernise, or replace their systems so that the sales and service team could proactively engage their customers.

A predictive score which indicated the likelihood of sales conversion was generated. The lead was then routed to the right sales representative and recommendation was provided by the tool on how to progress the opportunity.

Reach out to us and start your AI transformation journey

FOR HIRING NEEDS:

https://e2i.sg/manpower

FOR CONSULTATION:

https://www.ntuc.org.sg/jsc/contact-us

Every
Worker
Matters

Contact UWEEI at uweei@ntuc.org.sg to partner with us.

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