



BCA-MSF Universal Design Mark for Family-Friendly Business

Enhancing infrastructure and service standards is key to a family-friendly Singapore

- The new BCA-MSF Universal Design Mark for Family-Friendly Business is a collaboration between the Ministry of Social and Family Development (MSF) and the Building and Construction Authority (BCA).
- The Mark gives recognition to businesses that incorporate both user-friendly design in their facilities (hardware) and family-friendly processes and services to meet the needs of family customers (software).
- The Mark recognises businesses' efforts to make their premises accessible, convenient and safe for families, and which adopt service standards and processes that improve the service experience of families, including the young, the old and persons with disabilities.
- The judging criteria includes strategy, accessibility, user-friendliness, service, operations and maintenance, and user experience. Depending on the score, businesses may be recommended for a Certified, Gold, Gold^{PLUS} or Platinum award.
- The award is valid for two years. This is to encourage businesses to constantly look for ways to innovate and improve, and strive to continue achieving higher levels of service excellence.
- Businesses which are keen to apply for the new Mark must ensure that at least 60% of their staff have attended MSF's family-friendly service courses. Applications are open through the year starting from 3Q2018 – please see www.bca.gov.sg/friendlybuilding for details.

About MSF's Family-Friendly Service Courses

Enhancing service standards

- A family-friendly environment goes beyond building the infrastructure and amenities. It is important for businesses to pay equal, if not more, importance to the software aspect of family-friendliness. Businesses should seek to be equipped to understand and provide support to family customers with different needs, including those with young children, elderly with dementia and persons with disabilities.
- MSF has worked with NTUC LearningHub to develop and roll out two Workforce Skills Qualifications (WSQ) Service Excellence training courses for service professionals to enhance family-friendly service for family customers, including families with young children, elderly with dementia and persons with disabilities.
 - 1) WSQ Demonstrate the Service Vision (MSF):
 - A one-day course for frontline service staff such as receptionists, retail associates and cleaning staff to enhance their capability to deliver quality service to families with different needs.
 - Participants will learn about their role in delivering service according to their organisation's vision, mission and values, and how to demonstrate family-friendly behaviour.
 - 2) WSQ Lead with Service Vision (MSF):
 - A two-day course for corporate leaders and service staff with leadership roles, such as business owners and service team leaders, to enhance their capability to develop plans and strategies to make their businesses more family-friendly.
 - Participants will learn how to foster a customer-centric culture and lead teams to enhance the customer experience for families, e.g. reward and recognition systems for frontline staff, and innovative processes and activities to attract families.
- Please see www.ntuclearninghub.com for details. NTUC Learning Hub's mission is to be the leader in continuing education and training by providing learning that transforms employability and creates a better life for working people of all collars, ages and nationalities.

About FamilyMatters@Business

Through its FamilyMatters@Business initiative, MSF encourages businesses to adopt strategies, infrastructure and services that cater to families. Not only would families benefit from family-friendly infrastructure and services, businesses would also reap the rich potential of the family market.

For more information on FamilyMatters@Business, visit www.msf.gov.sg/familymatters.