

# Head of the queue

Solutions provider ATT Systems is intent on going global in its operations

by hazel tan

ATT Systems provides innovative and customised queue management solutions to hospitals, polyclinics and statutory boards.

What sets ATT apart from its competitors is its service commitment and mindset. The company is willing to bend backwards for its clients, says its chief executive officer, Mr Kenny Teo.

"We are very focused on service, it forms the basis of our character. We will not say no to our customers. We listen to them and think out of the box for them, so as to deliver what they need."

This has led to innovative solutions which "incorporate a lot of intelligence in the system", he adds. For example, some statutory boards want to track the number of transactions a customer service officer handles over the counter. So ATT incorporates this requirement in its queue management solution, and is able to offer a system that, is capable of providing such statistics.

Other innovative solutions that ATT has provided include automated kiosks that print queue tickets; using short message service (SMS) to remind customers of their appointments and facilitating real-time online visibility of actual crowd size at an event.

Founded in 1998 by Mr Teo and Mr Tan

Ann Jee, its managing director, ATT is today a team of 150 specialising in designing and developing electronic systems and subsystems for public and private companies. Its other key businesses include providing system integration, aviation solutions, producing electronic displays, traffic management system and security management system.

Mr Teo recalls ATT's first project – to provide electronic signage at Woodlands Checkpoint along the roads leading to the checkpoints and in the passengers hall. Subsequently, it also won the Land Transport Authority's EMAS project to provide electronic signage on Singapore's highways.

In 2000, it clinched its first queue management deal with the CPF Board's Woodlands Service Centre. The contract was later extended to the remaining four CPF service centres.

Since then, ATT has captured a large slice of the queue management system pie. Its clients include Immigration and Checkpoints Authority, Housing and Development Board, Ministry of Manpower, the Khoo Teck Puat Hospital, Alexandra Hospital, Institute of Mental Health, National University Hospital and Tan Tock Seng Hospital.

ATT started to expand overseas three years ago. Its first subsidiary in India clinched the deal to provide electronic signage for traffic management on India's highways. In April this year, a representative office was set up in Vietnam to tap on the emerging market's potential for queue management solutions.

"The growth strategy now is globalisation. But we will need cash flow to expand overseas, as the projects overseas are usually larger investments," adds Mr Teo.

ATT's turnover last year was \$10.5million. It intends to list itself on the stock exchange to boost its cash flow in three to five years' time.

Being ranked in Enterprise 50 is a step in the right direction and an endorsement of the company's hard work, says Mr Teo.

"It would not have been possible without the contribution of my team and support from our customers," says Mr Teo.

"We believe in referrals. Customers' testimonials speak louder than what we say about ourselves. Our sales team can deliver a convincing sales pitch but it can never match what our customers tell others about us."



Mr Teo says that the company comes up with innovative solutions to meet customers' needs. PHOTOS: CHONG JUN LIANG