

NS Portal

Integrating e-Services with User-centred Lifestyle



GOING BEYOND, ENGAGING NSmen

NCS Group has been awarded the contract by Singapore's Ministry of Defence (MINDEF) to manage and maintain the National Service (NS) Portal, Data Centre and NS Call Centre since 2006.

Under the agreement, NCS provides end-to-end services, ranging from the setting up of infrastructure to the marketing of the portal. It includes the management and operation of the NS Portal, continuous enhancement to the portal and e-services, and management of both the 24X7 call centre and the data centre. NCS also provides round-the-clock Security Operating Centre (SOC) monitoring, which includes Intrusion Prevention and Detection Systems.

NCS has played a role in enriching the lifestyle of Singapore's NS community since it was first appointed as the official vendor. Over 400,000 servicemen have used the portal to perform NS-related transactions and stay connected with their NS friends. The portal receives an average of 7.9 million page views and 564,000 e-transactions a month.

LEVERAGING TECHNOLOGY, IMPROVING USER EXPERIENCE

Starting with a short and handy renamed URL, www.ns.sg, the NCS portal team has re-designed and streamlined the interface that invites portal members to go beyond the expected and be surprised by an improved user experience and enhanced features. With the revamped layout, improvements have been made to the navigation access within the portal. Other new and improved features on the NS Portal include NSTV, NS Connect, Fit+Life! and ePub.



CHALLENGES

- Being in the forefront of new and emerging digital trends
- Integrating and providing multi-platform access
- Improving e-service experiences and creates multi-faceted interest groups in the NS community
- Providing ease of use and convenience

SOLUTION

- An integrated lifestyle service portal

BENEFITS

- Enhanced web experience
- Increased mobility and interactivity
- Improved capabilities for community bonding and engagement

- **NSTV** – Catch the latest hit series “Every Singaporean Son” and other videos to stay updated with the latest developments in the five forces. This is great for those who prefer moving visuals to reading.
- **NS Connect** – One of the NS Portal’s key community building platforms for NSmen to connect and interact. Through NS Connect, NSmen are able connect within the units online, both during the annual In-Camp-Training (ICT) period as well as throughout the rest of the year.
- **Fit+Life!** – New lifestyle blogs, Get Fit!, Get Ahead! and Get Her!, are where NS Portal bloggers write about interesting nuggets of information ranging from fitness, education and relationships to help NSmen get the most out of life.
- **ePub** – NS-related information will be available* for download onto Apple devices such as the iPhone and iPad in the form of an electronic book. This allows pre-enlistees to easily access the information while on the move with page flipping effects, video display and search capabilities.

In November 2010, NCS reached another new milestone as the NS Mobile (<http://m.ns.sg>) was rolled out. NS Mobile comprises a selection of services for smart phones and mobile devices, such as NS mServices, the Fitness Kit and movie information.

UP CLOSE & PERSONAL

To keep users engaged and connected, NCS taps into a network of private-sector partners to create a variety of lifestyle content and offer benefits to members. Each year, NCS works closely with MINDEF to organise a series of events and contests to reach out to the NS Community. Annual events are held in November or December, such as MobiHunt (an outdoor treasure hunt contest across Singapore) and Fitness Challenge (an event where users can participate in various fitness and sports games).

DELIVERING BETTER SERVICE TO NS PORTAL USERS

The NS Portal is one of the top websites in Singapore today. In 2010, the portal was listed as No. 1 by Hitwise, a leading global online competitive intelligence service, in the “Organisation Community” category. It has also earned several industry recognitions over the years, such as International Customer Management Institute’s (ICMI) Global Call Centre of the Year (2009), and was a Stockholm Challenge Finalist in 2008 and 2010.

NS Portal



NS Connect



NS Mobile



For more information, please visit <http://catalyst.ncs.com.sg/portal>

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*Information is correct at time of print