



SMART WORQ

FOR **SHOPEE**

Prepared By :

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EXECUTIVE SUMMARY

Shopee has grown exponentially since it was founded in 2015. As an eCommerce firm, it serves 12 markets worldwide, achieving US\$1.6 billion in revenue in the annual year 2021.

However, managing employee satisfaction and enhancing the employee retention rate has been a persistent concern for the organization because of the nature of the industry. Increasing the productivity and happiness of workers who work remotely is also a challenge for the business, particularly when people are adjusting to the new normal after the COVID-19 epidemic.

With innovative technologies, Kellton Tech Singapore wishes to not only improve employee satisfaction at Shopee but also create an ideal environment to boost the productivity of employees.

Our offering, **SMART WORQ**, is a gamified integrated program designed to introduce gamification into the workplace. By introducing a gamification platform that offers immediate rewards and recognition upon task completion, it is possible to increase the level of engagement and productivity of employees at work, thus improving employee retention rate.

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ABOUT US

Skilled, productive, and passionate.

We are a group of senior digital consultants that **Kellton Tech's Product Innovation Department** established in 2016. We are certain that, based on our knowledge and expertise, we can explore the **limitless potential** of using cutting-edge digital solutions.

PROJECTS HIGHLIGHT

Internet of Things-Enabled Digital Analytics Platform

- **Designed a digital enterprise platform** that makes use of **new-age technologies** to assist businesses in delivering data insight and identifying opportunities and threats for **long-term** company success.



Human Capital Management Platform

- **Developed an innovative and forward-thinking platform** that streamlines human capital management and guarantees peak performance at scale.
- **Increases the efficiency** of managing employee workflows, providing the business with **real-time staff tracking** and performance governance.



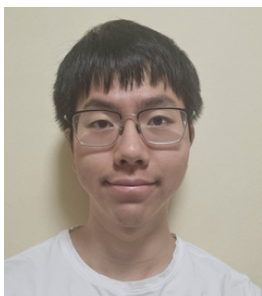
OUR TEAM



ZHAN TING, TOH

ASSOCIATE PARTNER

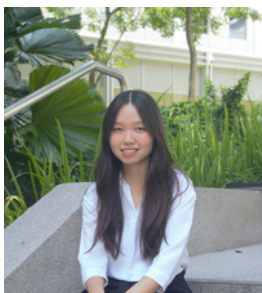
7 years of experience in digital solutions for delivering significant levels of value and service for clients and building solid employee engagement.



NG HAN LEONG, JORDAN

SENIOR SOFTWARE ENGINEER

4 years of experience in designing and creating applications to solve real-world problems. Expertise in iOS and software development.



QIAN YI, LOH

SENIOR RISK ANALYST

5 years of experience in the financial risk analytics industry. Expertise in consolidating data sources to model risk, design mitigation plans, and make data-driven decisions.



CHANGYANG, YU

SENIOR BUSINESS ANALYST

6 years of working experience in DBS focusing on conducting business analysis. Expert in evaluating information and delivering data-driven solutions in complicated scenarios to achieve business goals



ZHI HAO, LO

ENGAGEMENT MANAGER

5 years of experience in marketing and E-commerce. Worked with multiple companies across different industries to identify, prioritize and deliver over \$15 million in revenue improvement opportunities.

ABOUT SHOPEE

Shopee is a well-known e-commerce site that mostly operates in Taiwan and South-East Asia. Established in 2015, the company leveraged on its marketing strategies to gain substantial market shares in the markets it operates in, holding **71% of Malaysia's overall e-commerce web traffic** in 2021 and achieving **14,986,700 in monthly traffic** in the 1st quarter of 2022 in Singapore.



VISION

Shopee believes in the revolutionary power of technology. **Shopee** works to link customers and sellers within a community that is defined by three fundamental characteristics: Simple, Happy, and Together.

GROSS MERCHANDISE VALUE (GMV)

Q4 2021	Q1 2022	Q2 2022
\$18.2 Bil	\$17.4 Bil	\$19 Bil



PROBLEMS FACED BY SHOPEE

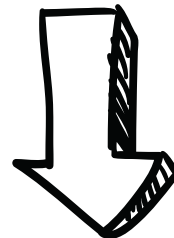
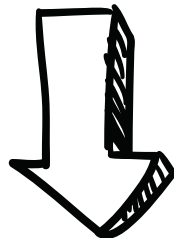
Lack of Workplace Engagement

The antiquated carrot-and-stick methods of motivation developed throughout the Industrial Revolution are outmoded strategies that fall short of fully engaging the individual of today.



Work and Lifestyle Changes

A hybrid workplace is now a need as society grapples with the "new" normal. According to a Straits Times survey, 8 out of 10 workers prefer flexible scheduling, while only 1 out of 10 would rather go back to work full-time.



According to a Gallop Poll, the United States loses close to **\$370 BILLION** yearly as a result of disengaged workers, which is one of the largest markers of a lagging workforce culture.



According to a survey by Randstad, **41% of Singaporean** employees who have been working remotely for nearly two years would choose to keep doing so over getting a greater bonus.

About SMART WORQ

“ According to a recent TalentLMS survey on gamification, **61%** of individuals who receive non-gamified training feel bored and unproductive, compared to **83%** of those who feel inspired after receiving gamified training. ”

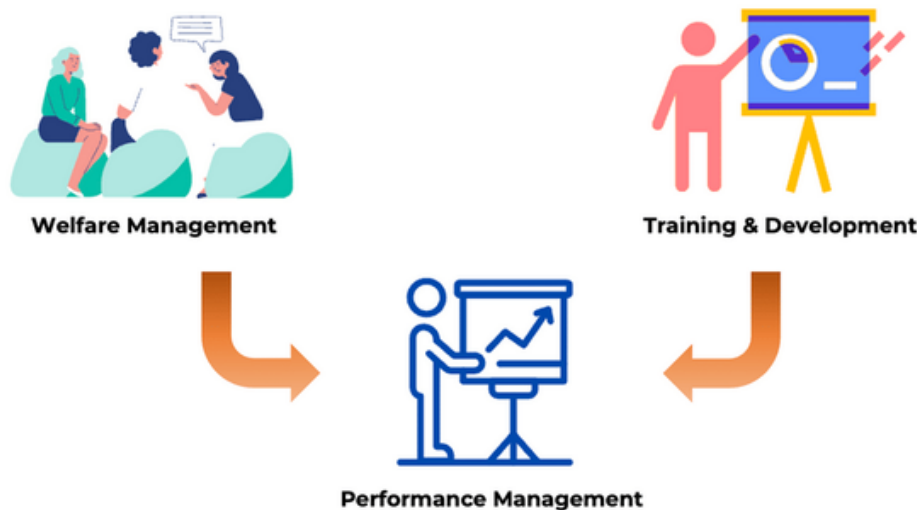


Figure 1: Overview of SMART WORQ's functions

- Through the use of gamification, SMART WORQ, an all-in-one web tool, aims to help Shopee to better engage its workforce.
- The distinct functionalities of SMART WORQ are designed to maximize employee engagement and productivity at work (Figure 1).
- These functions provide a comprehensive solution that can handle problems both now and after COVID in a **hybrid workplace model**. This involves making sure that each employee may switch between working from home and an actual office **without** losing productivity or interest.

MAIN FUNCTIONS

Training and Development

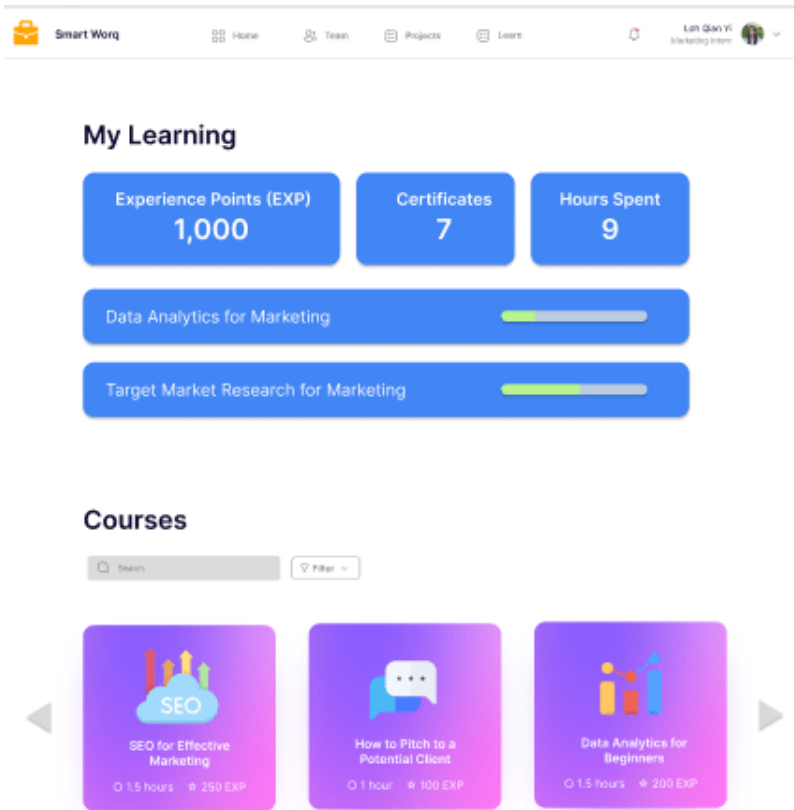


Figure 2: Training and Development Interface

SMART WORQ provides mini-courses with **entertaining quizzes and score system** (Figure 3, 4) to increase employee engagement and participation.

The courses are from a variety of topics **completion certificates** and **experience points** is provided to encourage employees to expand their skill sets. (Figure 2)

Data Analytics for Marketing

There are four main types of data analytics:

- Descriptive analytics: What happened?
- Diagnostic analytics: Why did it happen?
- Predictive analytics: What will happen?
- Prescriptive analytics: What should I do?

Figure 4: Example Course Content

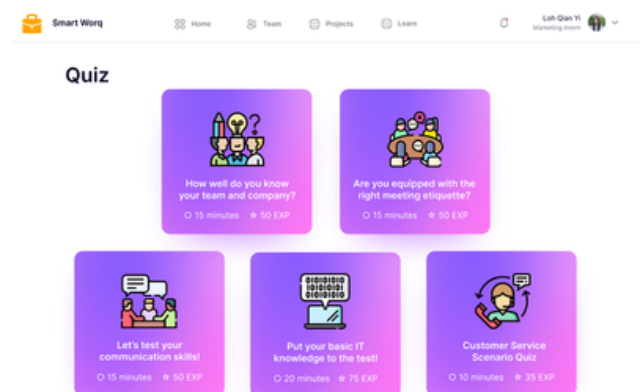


Figure 3: Quiz and Practice Interface

MAIN FUNCTIONS

Performance Management

Ambition uses gamification software to make routine work for their sales employees more enjoyable. Results revealed a 25% increase in employee retention over three years as well as a 25% increase in an employee's average daily calls during the first year.

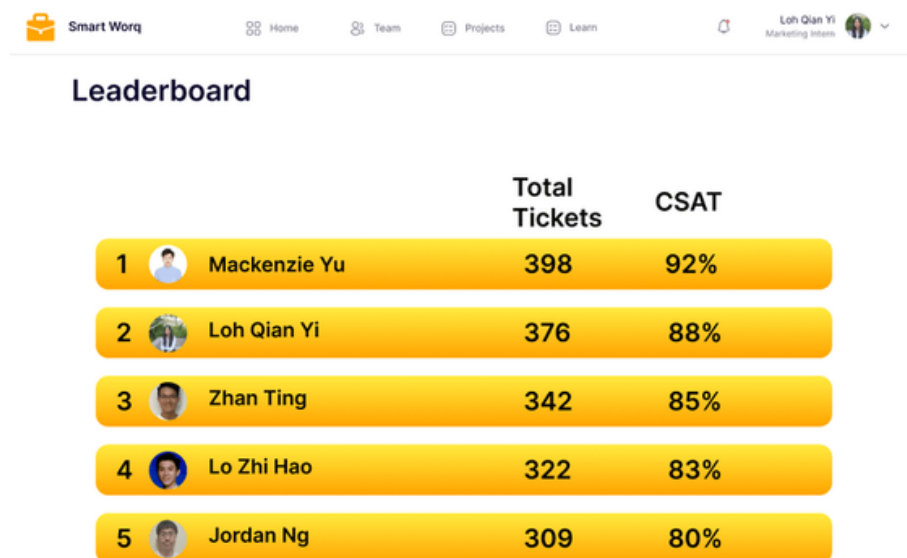


Figure 5: Leaderboard Interface

In order to boost productivity, **SMART WORQ** uses a gamification scoreboard that offers particular challenges that employees can perform to gain points.

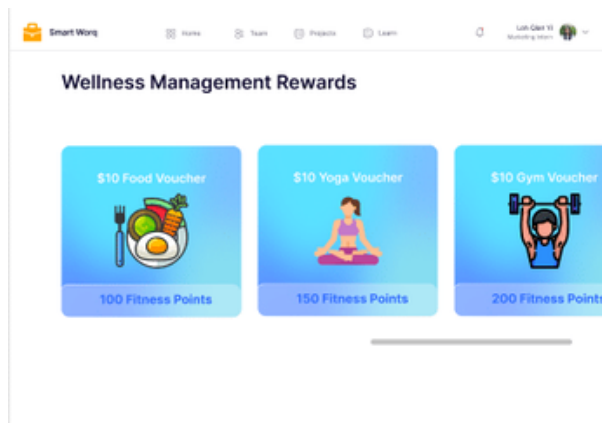
These points can then be used by **SMART WORQ** to construct a leaderboard that rates employees based on their performance. (Figure 5)

This not only **fosters healthy competition** but also enables the business to identify and reward the department's best performers.

MAIN FUNCTIONS

Employee Wellness Management

One study found that participants who exercised reported **72% better time management and task completion** on such days, which not only boosts productivity but also well-being. Large corporations like Google set the standard for in-office fitness centers, while Nike offers in-office yoga courses for its staff. Businesses are recognizing the advantages exercise has on worker productivity.

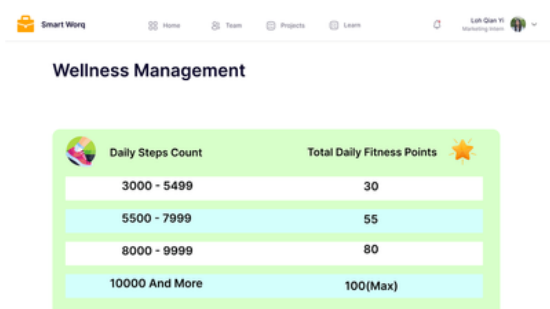


Through gamifying wellness program, **SMART WORQ** offers a **health challenge platform** to allow employees to accrue Fitness points for completing tasks in the wellness program.

Figure 6: Health Challenge Wellness Program

Similar to FitBit devices or apps like Strava, **SMART WORQ** provides **fitness tracking features**. Employees only need to turn on their Bluetooth devices and begin exercising. **SMART WORQ** will update the statistics accordingly (Figure 6)

In exchange for completing a health challenge, Shopee can offer a credit that can be put towards a gym membership, health insurance premium, or other wellness-related expenses. (Figure 7)




Daily Steps Count	Total Daily Fitness Points 
3000 - 5499	30
5500 - 7999	55
8000 - 9999	80
10000 And More	100(Max)

Figure 7: Health Challenge Rewards

MAIN FUNCTIONS

Task Management

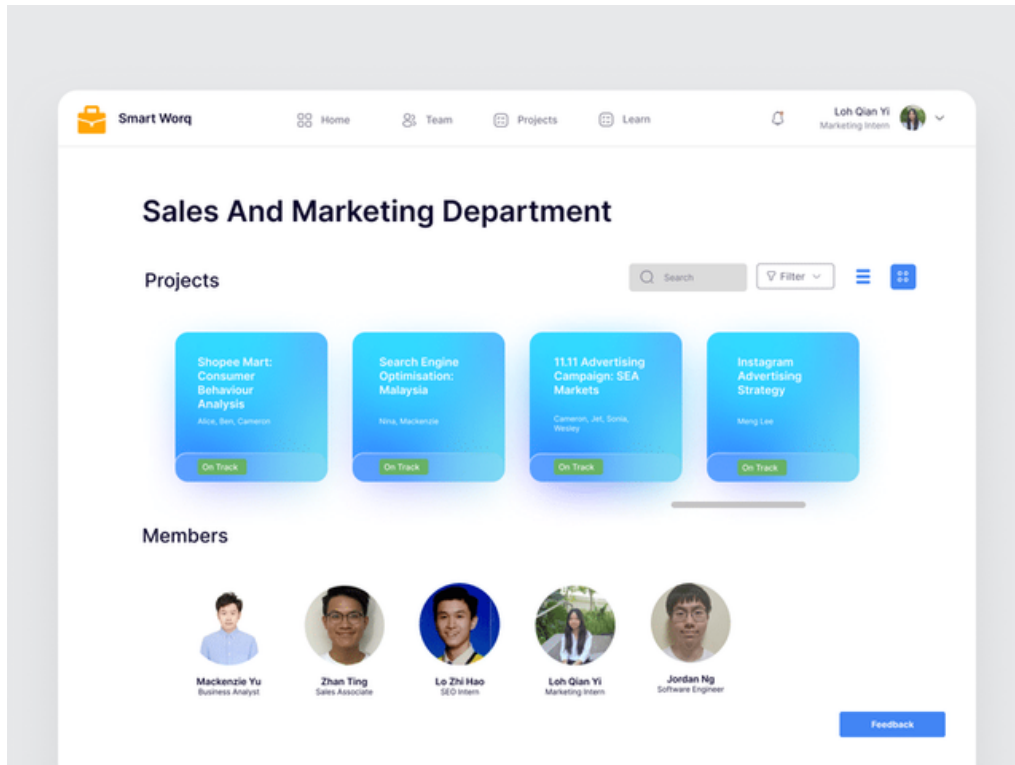


Figure 8: Department Dashboard

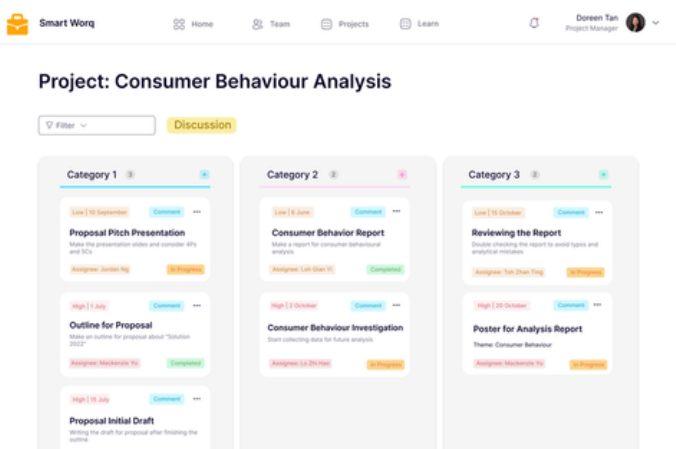


Figure 9: Project Management Page

Project functions are provided on **SMART WORQ** for team members to **split each project into different tasks** for them to implement (Figure 8, 9).

Different priorities and deadlines can be set according to the importance of the task.

MAIN FUNCTIONS

Task Management

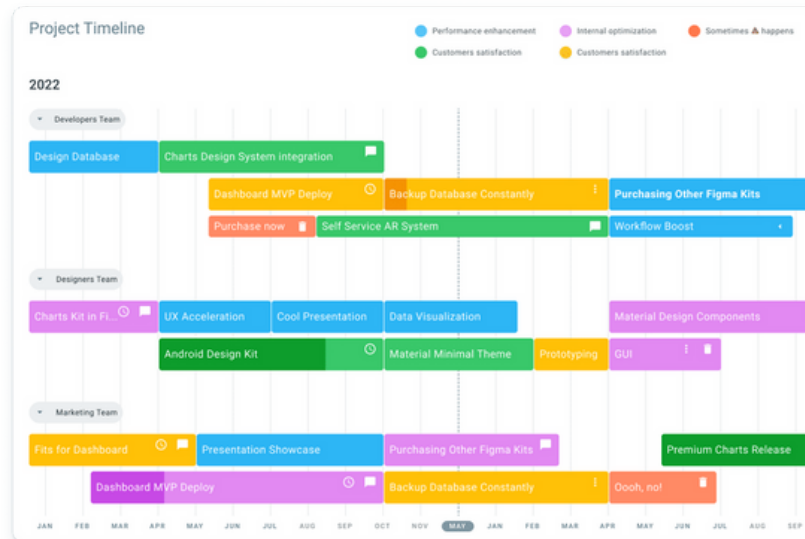
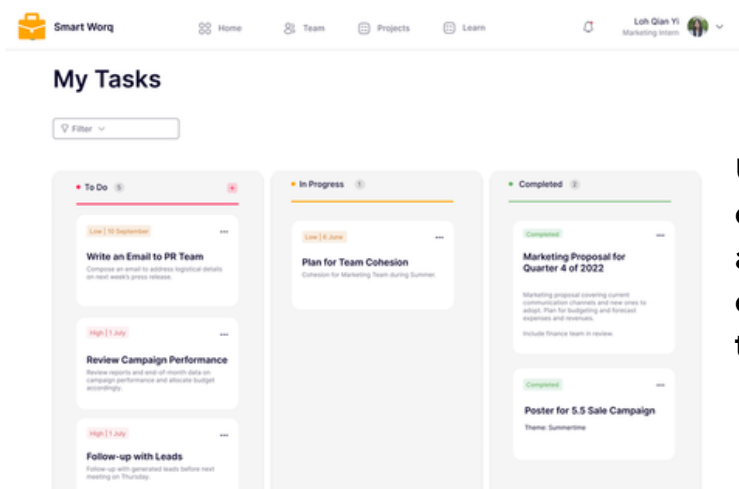


Figure 10: Timeline Interface

Project managers are able to check the task information contained in the project at any time (Figure 10). A **commenting function** is included to track the quality and progress of tasks in real-time and make corresponding suggestions.



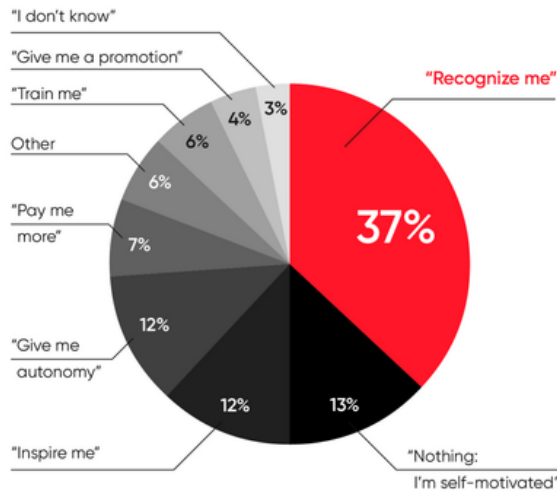
Users can **sort the tasks** contained in the project according to different categories, such as deadline, task priority etc (Figure 11).

Figure 11: Task Management Page

MAIN FUNCTIONS

Culture of Recognition

Most important drivers of great work



According to a study, positive reinforcement and constructive feedback work best to inspire workers to give their best effort with **37% of respondents** claiming that receiving more individual praise would motivate them to create better work more frequently.

SMART WORQ designed a platform to offer virtual badges to give recognition to employees who have displayed particular traits. (Figure 12)

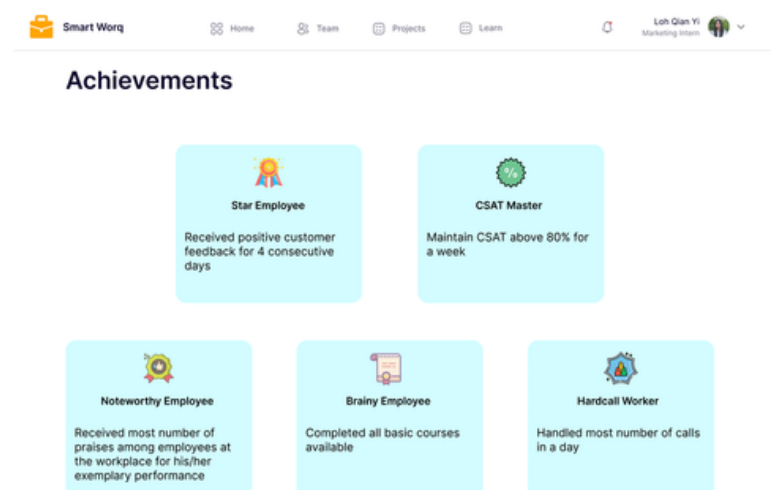
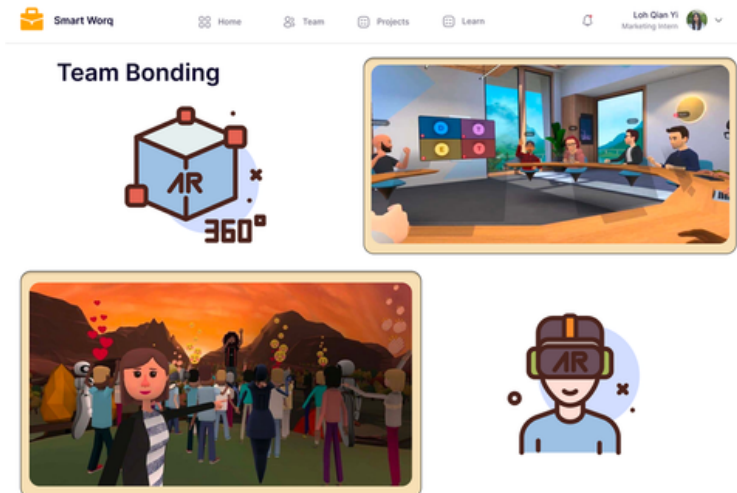


Figure 12: Achievement Interface

We all recognize the "A" players since we always hire them with the highest standards. Although "A" players are the best, "B" and "C" players can also excel. Therefore, **SMART WORQ** aims to increase engagement by inculcating a culture of recognition, not only to top performers but also to employees who has contributed to Shopee.

MAIN FUNCTIONS

Team Building Programme



SMART WORQ includes **team-building games** (see Figure 13) utilises Virtual Reality to preserve the essence of social interactions by simulating the real world and enable participants to interact with them.

Figure 13: Team Bonding Programmes

Rewards Programme

Beyond badges and points, **SMART WORQ** provides options for Shopee to **include real-life rewards** (see Figure 14) like vouchers and discounts to further incentivise participation.

Employees and superiors can **nominate colleagues for awards** such as “Most Improved Employee of the Month” as well to further foster a sense of belonging among employees.

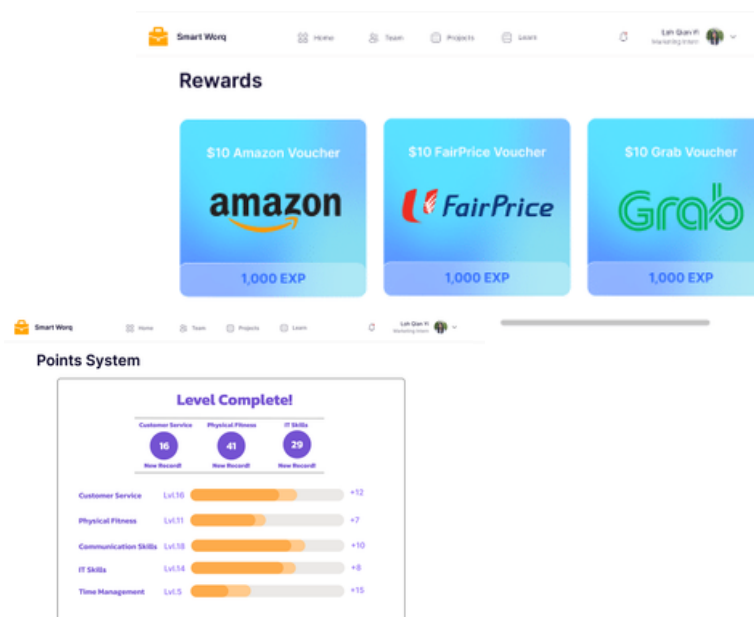


Figure 14: Point and Rewards System Interface

OPERATIONS

Development Timeline

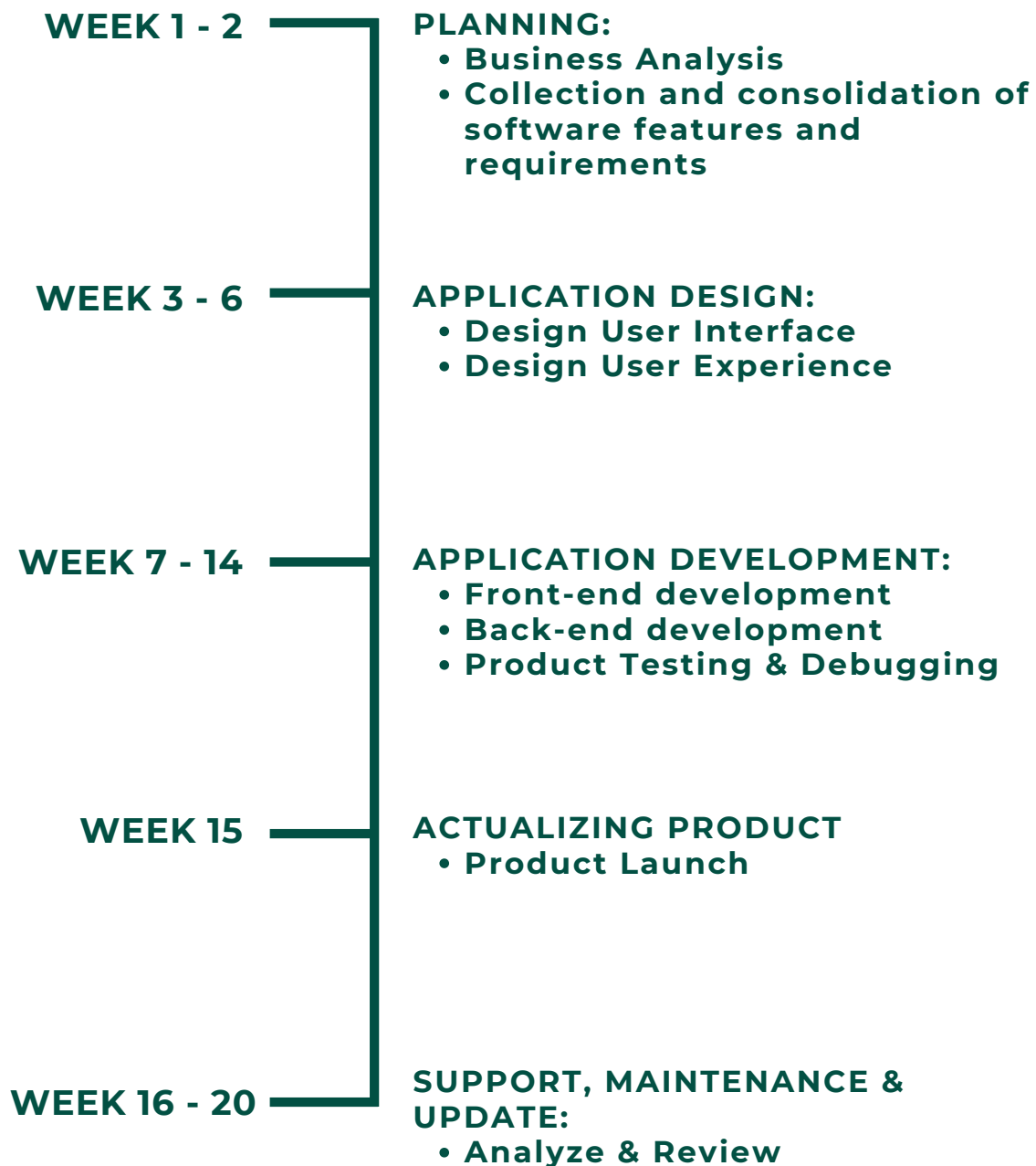


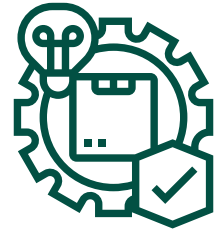
Figure 15: Development Timeline

OPERATIONS

Logistics

PRODUCTION:

- Tech Stack: Node.js, React.js, Express.js, Socket.io, MySQL, Firebase
- Version Control: GitHub, Git
- Deployment: Google App Engine, Vercel



SALES:

- App Store/Google Play
- Email
- Advertisement



COMMUNICATIONS:

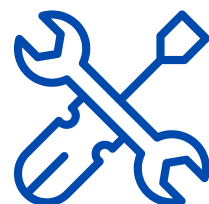
- Internal (within company): Email, Bulletin board, Zoom, Announcement, Telegram
- External (with client): Email, Telephone, Zoom



Maintenance Period

12 MONTHS

Fix unforeseen issues, boost efficiency, prevent security threats, or adjust to new demands



PRICING

Kelton Tech has undertaken many similar projects before so we are experienced in devising a cost-saving plan suited for **Shopee**.

Our software application usage fees is set at **promotional pricing of \$25/user per month** during the first three months before reverting to the normal pricing of **\$40/user per month** which is comparatively lower than other competitors in the market like Agile CRM which charges \$64.99/user per month in a year.

Our web application maintenance fees is set at **\$290 per month** which is less than average market rate ranging from \$300 to \$2500 per month.

Our consultant fees for this entire project is priced at **\$123,000** which is lower than other large-size IT consulting firms that charges a market rate ranging from \$125,000 to \$5 million.

Therefore, the **projected overall pricing (\$256,980)** for this project is cost-saving and cost-effective in the best interests of Shopee.

Projected Pricing for Smart Worq

COST	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Operating Cost													
Software Application Usage Fees	7,500	7,500	7,500	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	130,500
Maintenance Fees	290	290	290	290	290	290	290	290	290	290	290	290	3,480
Consultant Fees	123,000	0	0	0	0	0	0	0	0	0	0	0	123,000
Total Operating Cost	130,790	7,790	7,790	12,290	12,290	12,290	12,290	12,290	12,290	12,290	12,290	12,290	256,980
Total COST	130,790	7,790	7,790	12,290	12,290	12,290	12,290	12,290	12,290	12,290	12,290	12,290	256,980

Figure 16 : Projected Pricing Model

PRICING

Category	Price
Software Application Usage Fees	\$7,500
Maintenance Fees	\$290
Consultant Fees (One-Off)	\$123,000

Table 1 : Projected Pricing Model (First 3 Months)

Category	Price
Software Application Usage Fees	\$12,000
Maintenance Fees	\$290

Table 2 : Projected Pricing Model (Rest of Tenure)

EXPECTED RETURNS

IMPROVED PRODUCTIVITY

Organizations with a high level of engagement also report **22% higher productivity** and also better quality of work and health. For example, higher scoring business units report **48% fewer safety incidents**; **41% fewer patient safety incidents**; and **41% fewer quality incidents** (defects).



INCREASED RETENTION RATE

According to LinkedIn, the **turnover rate** in tech and media firms globally is at **12.9%**, which is **above the average turnover rate of 10.6%**. As an e-commerce company which is highly related to the tech and media industry, Shopee inevitably has to face the fact that there is a higher rate of employee turnover compared to other firms



Businesses with engagement scores in the **bottom quartile** had an average of **31% to 51% more** employee turnover than those in the **top quartile**, according to a Gallup research of 23,910 companies.

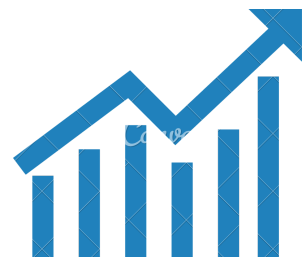
SMART WORQ

WORK SMART!

Disengaged employees are an ineligible cost that is plaguing all companies, from multinational corporations to SMEs. Hybrid workplaces are now a new trend as society struggles with the "new" normal. This requires ensuring that no employee loses interest or productivity when switching between different working modes.

As such, Shopee needs a solution that can handle issues both now and after the COVID-19 pandemic in a hybrid workplace model.

With our knowledge and experience in the industry, we are confident that **SMART WORQ** is the software that can provide Shopee with a **comprehensive solution for increasing employee engagement and productivity.**



APPENDIX A - LEGAL ARRANGEMENTS

MAINTENANCE SUPPORT:

- 1.Shopee will receive timely updates regarding changes made during maintenance.
- 2.Shopee is not permitted to use third-party maintenance services.

PRIVACY:

- 1.The use of user data will be subject to users' content and will be kept private.
- 2.Data provided by Shopee or their users must not be shared, used, or collected by Kellton Tech.

COPYRIGHT:

- 1.All source code and business documents are owned by and protected by Kellton Tech's copyrights.
- 2.Under the terms of the Exclusive License Scheme and the License of Copyright, Shopee will have the right to use, alter, and remove the product.
- 3.Without Kellton Tech's consent, Shopee may neither sell the products nor assign the license.
- 4.For a period of 36 months from the date of deployment, Kellton Tech guarantees that it will not grant licenses to or create similar systems for other firms.
- 5.Without Kellton Tech's input, Shopee's decisions regarding Smart Worq will not be held legally liable by Kellton Tech.

APPENDIX B - REFERENCES

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