

The GMP Group

- Leading HRM Consultancy & Learning Provider Award

Comments by Ms Annie Yap, Managing Director, The GMP Group

On winning the award:

It is indeed a great honour to be recognised and acknowledged as Singapore's Leading HRM Consultancy & Learning Provider at this year's The Singapore HR Awards. There are many established staffing and recruitment agencies in Singapore – to be able to win this award proves that a local set-up like The GMP Group is capable of providing specific solutions to meet the different human capital demands of both local and international companies.

This year's event was held in conjunction with the 11th World HR Congress and many delegates attended the award ceremony – winning the award also propels the GMP brand to the international platform. This is in line with our plans to make GMP the leading staffing and recruitment brand in Asia Pacific.

Winning the award this year makes it extra special to The GMP Group as we celebrate the Group's 15th anniversary. This award is a recognition of our late founder, Dr Giam Cheng Lan's visionary ideas and our staff's contributions over the years to make The GMP Group the preferred brand for any staffing and recruitment need.

Why she thinks The GMP Group won:

The GMP Group began as a recruitment company offering job placements for technical personnel in manufacturing-based firms. We have managed to come this far to become a regional human capital solutions provider across all industries because we have focused on four main pillars of growth, namely client focus, trained consultants, innovation and agility, and technology.

Client Focus

We believe that "the customer is king". One of our key strategies in improving our competitive edge in the new economy is to

gather our feedback from our customers through both informal and formal channels. We seek to understand their business so that we can better serve their needs. The regular contact helps us to build a long-term business relationship with our clients.



Ms Annie Yap

Our Trained Consultants

All GMP staff undergo rigorous training in their first three months with GMP to ensure that there is consistency in our service delivery. They are imbued with the culture of maintaining customers' interest at heart always.

Every quarter, we organise Staff Welfare Days, covering various topics and activities for our staff's self development and also to maintain our customer service standard. This is also to inculcate in all GMP staff that we strive to be the best provider of people solutions and one of the outstanding quality service companies in the region.

Innovation and Agility

At GMP, we constantly streamline our processes so as to up our efficiency and we believe in continuous innovation. This approach is working for us as we saw steady growth over the years.

In our continuous efforts to provide innovative HR solutions, GMP has launched a brand new service offering under the Outsourcing Division in April 2006: Recruitment Process Outsourcing (RPO). GMP is investing close to S\$1 million over the next three years into the RPO service to ensure that we are keeping up with the latest trends and offering a total solution involving the entire recruiting process, including the necessary skills, tools, technologies and activities to serve as their client's virtual recruiting department.

GMP staff are also encouraged to take calculated risks and empowered to make decisions as long as everyone acts in the best interest of the customers and the business. Empowerment helps free up senior management's time, and executives also find it more rewarding to be allowed the leeway to run the business and make high-level decisions rather than to be micro-managed.

GMP's flat organisation structure allows quick decision-making and does not require many layers of approval. One of the major benefits of empowering employees and maintaining a flat reporting structure is that it has given GMP the agility to adapt quickly to a changing environment.

Technology

In order to boost effectiveness in recruiting the right talent for our clients, GMP constantly upgrades its IT platform to facilitate our clients and candidates in their search for employees and jobs respectively. Recently, GMP has upgraded its Knowledge Management Tool to an award-winning solution designed by Taleo, a US-based system that provides talent management solutions to leading companies worldwide.