2022 WITSA Global Innovation and Tech Excellence Awards Nomination

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COVID-19 has demonstrated the importance of digital readiness and forced businesses to be radically more digital, accelerating innovation. According to World Economic Forum, building the necessary infrastructure to support a digitized world and stay current with the latest technology will be essential for any business or country to remain competitive, especially in the post-COVID-19 era.

S P Setia's 5-years digital transformation roadmap was conceptualized before the advent of the Covid-19. Right off the bat, Group ICT & Digital Transformation has already focused on digital sustainability, ensuring we are constantly transforming, innovating, and adapting to stay ahead of the game.

The adoption of technology has significantly accelerated due to the pandemic. This presents opportunities for us to invent a new way of doing business, customer engagement, and embrace meaningful technologies to adapt to diverse homebuyers.

What's unique about the innovation?

Setia on the GO (SOTG) mobile app is a game-changer to move on from traditional ways of selling real estate, bringing a competitive edge to the business and reimagining the homebuyer journey, timely elevating the user experience to the next level under the new norm.

SOTG is an all-in-one lifestyle app where everyone can discover their dream home, the gateway to exciting lifestyle deals and rewards, easily check property status and bill statement, be engaged with experiential gamification, access various community services, and so much more!

S P Setia has reimagined the SOTG app experience with the following DNAs:

1. Safety first

Homebuyer health and safety are our priority. With SOTG, they can enjoy the virtual walk-through from the comfort of their home. Online booking, down payment, unit balloting and selection is available at homebuyer fingertips to get their dream properties with peace of mind.

2. User Experience (UX)

The homebuyer experience is part of Setia's digital transformation DNA. SOTG has enabled a seamless homebuyer journey, starting from pre-purchase and going beyond the key handover. SOTG combines digital and physical experiences with the 'Pgygital' experience, ensuring each offline and online touchpoint is well covered.

3. 3I - Innovative, interactive, informative

SOTG is powered by cutting-edge technologies to provide a seamless experience throughout the homebuyer journey. SOTG comes with a user-friendly mobile interface and immersive experience integrated with the virtual sales expo, open for business 24/7. Property details, layouts and videos are available on-demand, virtually assisted by the WhatsApp chatbot.

What's under the hood?

Innovation and technologies underpinning the SOTG:

1. Multi Cloud-enabled solutions for faster-to-go market

SOTG leverages contemporary mobile app technologies to digitalize end-to-end property services and customer engagement. With seamless integration to Setia Virtual X, an in-house online property expo, SOTG enables an immersive virtual tour experience powered by various cloud-enabled services, for instance, AWS, Virtual Reality, Google Street View, WhatsApp Business with chatbot assistant, interactive video call, online home loan calculator, instant booking with payment gateway, lead automation. All these are impeccably integrated and connected with the backend CRM and EPP system for operation efficiency.

2. Build For Purpose - A Super app ready infrastructure

The app technology framework in the platform allows adding new offerings with less code development. It aims to be hyper-interoperability and ready to leverage microservices architecture enabling services to be scalable and decentralized. SOTG platform is a reliable platform designed for digital lifestyle app as the end goal, hence it is designed to integrate extensive API services according to the business needs.

3. Big Data Analytics, AI and Machine Learning

SOTG has tremendously enhanced the data breadth and depth to provide more advanced insights into buying patterns, customer demography, and consumer behavior. With data analytics and artificial intelligence/ML, we can have a better opportunity to study prospects' behavior and predictive modeling on target marketing.

SOTG is a lifestyle mobile app that provides homebuyers updates on Setia properties and also enables the homeowner to easily access the progress billing, purchaser statements and site progress updates. This was particularly handy during Movement Control Order (MCO) in Malaysia, while it was impossible to be physically present at the management office and construction site. Even though we are now in the era of post-Covid, the use of the app stays as people are still cautious and try to minimize their physical presence.

SOTG is integrated with Setia Virtual-X, an exclusive Setia online property expo, which opens 24x7, 365 days. SOTG users can enjoy an immersive virtual tour experience powered by cutting-edge virtual reality technology and Google Street View. Guided by the virtual chatbot concierge, homebuyers can easily access product information, self-check home loan eligibility, or arrange a private video call with our sales advisor to proceed with payment on instant booking. All these are impeccably integrated and connected with the backend system by giving real-time unit availability and the latest loan status updates. In addition, it does away with conventional manual processes and offers instant booking on their dream house as easy as booking a movie ticket.

SOTG also helps residents easily locate the surrounding community and point of interest, e.g., the nearest eateries or grocery shops. They also can enjoy interactive games to unlock special rewards and privileges on lifestyle services and priority invitations to Setia events and launches.

This innovation achievement is proven by the number of user adoption in the SOTG app. Within several months of launching in the market, SOTG has become one of the top property developer apps with more than 30K downloads and an average of 3500 monthly active users (MAU). SOTG integration with Setia Virtual-X has welcomed more than 120k online visitors and generated sales of a total GDV of RM1.08 billion.

SOTG has enhanced the data breadth and depth to provide more advanced insights into buying patterns, customer demography, and user behaviour. With data analytics and AI and machine learning, we can better study prospects' behaviour and predictive modelling on product positioning. We believe the insights will also help unlock opportunities and make a positive social impact, for instance, helping B40 and M40 groups own affordable homes.

SOTG is poised to become an open digital business platform beyond standard property management or community app. SOTG is interoperable for any service provider to add value to the Setia ecosystem and ultimately scale to become a lifestyle super App. COVID-19 has demonstrated the importance of digital readiness; hence SOTG has laid a strong groundwork for the smart community toward United Nations Sustainable Development Goals (UNSDG 9) centered on Industry, Innovations and Infrastructure