



# YEAR IN REVIEW

In FY2006 we strengthened the fundamentals that underpin the success of SMRT and embarked on bold new ventures to offer commuters a superlative travel experience on our network of trains, buses and taxis.

Various programmes were launched to elevate the standards of customer service throughout our operations.

At SMRT Trains, we focussed on customer needs by restructuring our operations for greater efficiency and refining our services to suit demand. Similarly, in our bus operations, new services were introduced, existing ones were extended and better facilities were introduced – all with the comfort and convenience of commuters as the paramount consideration.

Our non-fare businesses continued to ride on the momentum we have built up in recent years. Dhoby Xchange came hot on the heels of the success of Raffles Xchange as we pressed ahead with plans to redevelop our stations into destinations in their own right. Imaginative marketing unlocked the potential of our unique media spaces while our taxi operations were boosted by proactive measures to recruit and retain drivers, reward excellent customer service and tighten credit control.

All in all, in 2006 we marshalled our energies to launch ourselves on a deliberate yet dynamic growth path focussed on creating value for all our stakeholders. Through the rigours of this process, we have transformed SMRT into the living embodiment of “Energy In Motion”.