A LOOK INSIDE LI & FUNG’S THREE-YEAR DIGITALISATION REFORM

With 22,000 people working in more than 250 locations in over 40 different markets, Li & Fung (LF) is well aware of the impact technology can bring to the 111-year-old global supply chain management services provider. Technology is revolutionising the sector and to keep abreast with market trends, it is paramount importance to develop the company’s digital capability internally and externally.

“Our CEO is well aware of the challenges and opportunities that technology is bringing to our business. Digitalisation is one of the three prime objectives of the company’s three-year strategy plan. To support the company’s strategic goals, the priority of the HR team is to develop our people to align with the CEO’s digitalisation reform,” said Roger Young, LF’s chief human resources officer.

Kick-starting a digital journey
To reinvent the organisation through the use of digital technology, the HR team has established three main goals: develop a new digital working culture (organisation); build a digitally competent workforce for the future (people); and support people to improve colleagues’ digital capabilities and to shape the future of the learning and development function.

“The digital learning team strives to promote a new way of working and has created comprehensive-learning processes, training and applications to improve our workforce’s digital competency, while retaining digital-ready colleagues so an integral part of the company to meet the organisation’s operational goals,” said Dwight Szeto, LF’s director of digital learning.

Emerging digital talent is another part of the path forward. The company has created a digital ambassador programme to recruit digital-literates from different business units to share knowledge. These tech-savvy colleagues act as role models, act as direct points of contact, advocating the new digital culture to meet specific business needs.

“Our projects include technical events and the development of mobile apps, online games, websites, virtual reality (VR) simulation and innovation experiments,” Szeto said.

In November, the digital learning team hosted a digital learning exhibition, a one-week event showcasing how technology can help accelerate learning in the company. We’re moving into a new transformation in the company and in the entire retail industry, so with that, digital learning is something that is absolutely important in how we bring along 22,000 colleagues in this journey,” Young said.

How technology and gamification are driving engagement at LF Logistics
Collaborating with the corporate digital learning team, LF Logistics, the fast-growing business unit under LF is able to drive its “people first” strategy with technology and innovation.

A mobile responsive website was built to heighten awareness of the company’s core values and communicates the “INSPIRE Greatness” campaign, designed to promote internal communication among colleagues at the company.

The INSPIRE Greatness internally accessible website contains short games and quizzes to reinforce an understanding of the company’s core values, and a platform for colleagues to submit stories to share practices that work for them.

Having a social media presence is an integral part of its journey towards digitalisation. Annie Suen, general manager of learning and organisational development, LF Logistics, said the company had taken advantage of social media development, LF Logistics, said the company had taken advantage of social media channels such as WeChat, LinkedIn and Facebook to reach out to potential new talent.

“I think social media is a great tool to build our employer brand. Potential candidates are able to learn about our culture and values and decide whether the organisation suits them,” said Eva Wong, vice-president of human resources, LF Logistics.

The HR team has worked to engage potential candidates with games and activities for them to learn about the company’s culture. An interactive online game was developed in-house to help applicants understand who our customers and brands we serve are.

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The innovation of the company’s HR strategies earned it five awards at the HR Innovation Awards 2017, organised by Human Resources. The company was recognised in the following categories: Excellence in Social Media – Gold; Excellence in Graduate Recruitment/Development – Bronze; Excellence in HR Strategic Plan – Bronze; and Excellence in Organisation Development – Bronze.