


NEWS
BUSINESS
SPORT
TECH
LIFESTYLE
TRAVEL
OPINION
MORE

Latest

Nation

Regional

World

Community

Environment

Education

In Other Media

Regional

[Home](#) > [News](#) > [Regional](#)

Published: Tuesday July 15, 2014 MYT 12:00:00 AM

Our Sites

Share

More

UPDATED EVERY 5 MINUTES

Big bosses are watching you



Tracking device: Asia Insight employee Steven Li conducting a survey near Bugis Junction. He is using a tablet which has mobile data collection software, allowing his employers to track his work patterns. - The Straits Times / Asia News Network

BIG bosses are watching. Firms are keeping a closer eye on their employees' punctuality and efficiency – thanks, or no thanks, to technology.

Larger companies are investing in advanced software in mobile devices that can detect location – and record the time taken to complete tasks.

And smaller firms have found that run-of-the-mill but inexpensive instant messaging apps can also be used to monitor workers.

Employees of local property valuation firm GSK Global, for example, when out at meetings are told to send a picture of the venue to their departments' WhatsApp group chat within 15 minutes of the designated time. Those who are consistently late will get their bonuses docked.

Search



**OWN A HOME
15 MINUTES AWAY
FROM KLCC & PAVILION
FROM RM270,000**

REGISTER NOW!

Brought to you by:

 starproperty my
of the right places

 Property
THE PART OF THE SOLUTION

ADVERTISEMENT

Most Viewed
Most Shared

1. [Disgraced Japan stem cell scientist commits suicide](#)
2. [12 Chinese jailed for illegal fishing in Philippines](#)
3. [Philippines: China sea action plan getting support](#)
4. [Khmer Rouge 'first lady' discharged from hospital](#)
5. [China earthquake death toll passes 400](#)
6. [Lawyer: Australia offered asylum-seekers boats to India](#)
7. [Angry S. Korea ferry families refuse to budge for Pope](#)
8. [HK lifeguards on strike over Chinese swimmers](#)
9. [Singapore passes new law to combat haze](#)
10. [Taiwan raids gas blast firms as island mourns victims](#)

Related Stories

[Big bosses are watching you](#)
[Bosses faking it to cut costs](#)
[Tanker engineer jailed for siphoning marine](#)

Bosses say they are not spying on their staff. Rather, they want to improve efficiency.

GSK Global boss Eric Tan said: "I want my staff to be punctual so they can be done with work earlier and go home by 8pm."

Market research consultancy Asia Insight chief executive Pearly Tan agrees.

Her firm engaged local tech start-up Epsilon Mobile earlier this year to develop mobile data collection software that records the time employees take to interview people and complete surveys, among other things.

It costs "a few hundred thousand" but Tan said it was worth it. The software helps the company spot patterns in the way the surveyors work, and also intervenes to reduce errors and boost productivity.

Her firm plans to use the software, which is enabled with Global Positioning System (GPS), to detect its employees' location.

Epsilon Mobile boss William Vo said besides market researchers, organisations such as voluntary welfare groups and chain restaurants had also shown interest in his data collection software.

Similarly, tech company FPT Asia Pacific provides a few fast-moving consumer goods firms with GPS-enabled data collection software to monitor roving sales staff.

While most surveillance technology now focuses on tracking location and time, firms may soon be able to use it to monitor their workers' interactions with customers.

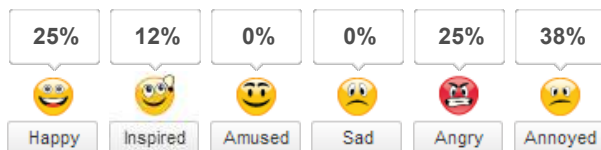
Local tech company FXMedia is in talks with some retailer groups to roll out a visitor analysis system in stores. The software detects the number of customers and consumers' emotions using webcams.

However, bosses admit there are some drawbacks to using workplace surveillance technology; workers face extra stress and loss of privacy. — The Straits Times / Asia News Network

Asia Market Research
 the-carter-group.com
 Asian Insights Global Thinking Fuel the Future

TAGS / KEYWORDS:

singapore, tracking device, employee performance



fuel

[Ex-Maris Stella principal admits CBT charges](#)

[Man jailed for upskirt video shots](#)

[MH370, Thai crisis hit Singapore tourism trade](#)

Latest News

[Bodies dumped in streets as West Africa struggles to curb Ebola](#)

[Mexico rescues 39 kidnapped Central American immigrants](#)

[Second Ebola patient wheeled into Atlanta hospital for treatment](#)

[U.S.-Africa summit garners over \\$17 billion in investment pledges](#)

[Havana assails U.S. programme to recruit young Cuban dissenters](#)

[Show More](#)

Nation Business World Sport

[Police view accusations of selective investigation as serious, says Deputy IGP](#)

[Knives are out for Khalid](#)

[24 Malaysians in Liberia to be moved to Ghana](#)

[Ebola watch extended to arrivals from Philippines, US and Britain](#)

[Four Mercedes-Benz destroyed in blaze](#)

[More Latest Stories](#)

Topics

[MH17 crash](#)

[Mabul attack](#)

[Missing MH370](#)

[Packaged Food 101](#)

Videos



[Liow: Get the facts right](#)

