

Testimonial – Emily Ooi

Having gone through the hassle of self-designing and coordinating with different subcontractors and suppliers for our previous home, we have decided enough is enough this time round. Putting in lots of hard work in the hope of reaping the fruit of labour at the end of the day is at least something worth looking forward to. But when we look at the end result with nothing much to desire for, we knew we have to engage professional who would understand and translate our vision into reality.

After setting our objective, budget and the theme for our new home, we begin our selection of renovation firm by visiting Furniture Fair at Singapore Expo. We were attracted by Ciseern's show room design and particularly impress with its carpentry finishing and the use of Blum for its hinges and accessories. Unfortunately, as we were not impressed with the Sales staff's knowledge, experience and capability, we decided not to select Ciseern as one of the potential candidate. However, after several Furniture Fair, we only manage to shortlist one ID firm. As such, we decided to browse through the internet to search for at least two more renovation firm. By chance, Ciseern web page came out again and after discussion, we decided to call them and get them to appoint a ID or sales person to follow up with us. As the web page stated if the budget deem to be above \$100k, we may look for Cecilia Chew for exclusive consultation. Our first call to Ciseern main line was again met with disappointment. The operator whom answered the call told us Cecilia was on MC and when I request for her mobile number so that I can contact her directly another day, I was flatly rejected with a firm "NO!" in a cold and unfriendly manner. From a prospective client point of view, I would have chosen to bid my permanent farewell to Ciseern after the two dismay incident. Being a business owner myself, I am particularly curious how Ciseern can be one of the leading local enterprise in your industry given the type of services I encountered. So I voluntarily told the operator to take down my contact and get Cecilia to return my call as I wanted to find out more on the "secret behind Ciseern success"!

Cecilia called me up two days later which by then I have already shortlisted and met up the other three renovation firm. We were particularly impress with one of the firm. As it was introduce by a close friend, the boss decided to handle our account directly and even offer personalise service of bringing us to a few of the client house to view their design and finishing. Deep down inside, our mind has more or less fix on engaging this firm as we like what we saw so far.

Our first appointment at site with Emily Ooi was rather different as unlike the other 3 Interior Designers/Sales, who prefer to focus more in trying to find out our intended budget

allocated, which other renovation firm we are engaging, what their company past project reference etc, she wasted no time in getting down to business and spend the entire 2 hours taking down all the measurement (including those nifty gritty details and corners) and taking endless snap shot. We were left impress as the other 3 did not really spend much time taking measurement, understanding our needs or taking down all the important details and information.

When all four quotations came in, Ciseern was the highest. After carefully evaluating the four quote in terms of value for money and design, we decided to streamline to two parties. Though Ciseern was the highest, we did not want to drop them as we like the idea and design proposed by Emily.

It was a tough decision to make the following week as Emily start to present us with more of her past project references and testimonial which leave us duly impress. We were equally impress by the design of the other firm. The boss whom is handling our renovation, was flexible and can give us instant commitment for any request we may have. Emily on the other hand was firm on her quote giving us very little room for reduction. We were also worried by the negative stories we read in Renotalk Forum on Ciseern's service.

Nevertheless, after we have aligned and homogenized our requirement, we requested for a final quote for an apple with apple comparison from both firm. Though Ciseern made a better than expected adjustment, the final quote was still 17% higher. Although our mind wanted us to go ahead with the other firm, our heart is with Ciseern. Over the short 3 weeks, Emily has proven to exhibit high level of professionalism and excellent work ethics. Even the owner of the renovation firm pales in comparison with her drive and commitment in pushing to close the deal. She really listen to our needs and try to incorporate into her design. She can actually work herself into the wee hours of the morning just to cater for any design changes we would want to see in the last minutes. The challenge of doing our job is we have engaged a geomancy firm whom has come out with the layout and colour scheme of our entire house. With a limited choice of colour and type of material used, she has to come out something which is modern yet does not lost the "qi" in our feng shui quest. Her passion for designing work as well as her bubbly positive attitude makes us hard to write her off. The accuracy in which Emily captured our vision for the space was unbelievable and precise. So we decided to listen to our heart.....but at a 17% premium of cause.

Emily quickly became an auxiliary member of our family—when she came over to drop something off or to measure for a piece of furniture, my four children looked forward to showing her their latest artwork, or what they were having for breakfast that day. The whole family loves to see Emily and her little Ashley. Throughout the renovations, Ciseern's team included superb tradespeople who held the high standards that she possessed and committed. I would also like to single out the carpentry work and the tile laying team. They

were very professional in their work and the finishing was superb. The odd time where the results were not acceptable to us, she asserted herself on our behalf, leaving no doubt that she had our best interest at heart.

Emily is trustworthy, honest, very organized, dependable and conscientious. She has amazing vision with any kind of renovation – small or large, inside or outside.

To ensure smooth and seamless finish, Emily even volunteered to coordinate and work alongside our other appointed contractors like aircon, invisible grille and curtain leaving my job totally like a breeze. She was quickly able to gain their confidence in her ability to bring not only her artistic capabilities to the table, but was able to communicate with them on the most technical aspects of the process. Emily is extremely well versed in all aspects of renovation design and finish out from the largest to the smallest detail. She was able to collaborate on the design of our space and advise us on our hard and soft furnishings needs. She provided our limited color schemes that were necessary to create the environment which would engage our feng shui and, where possible, appropriately recycle existing furniture and fixtures without adversely affecting the final outcome.

In closing, Emily has an engaging personality and interacts extremely well with individuals at all levels in the organization. Emily took good care of all the workers and staff members to ensure that their personal space was set up to their liking without sacrificing or compromising the overall concept in any way.

I was so impress with her work rate that I even offered her a position in my company which she duly rejected to my dismay. Citing the reason that she is indebted to her bosses for taking good care of her all this years she work in Ciseern. Being a business owner myself, dedicated and loyal staff like Emily is really hard to come by nowadays. At the end of the 3 months, I knew my 17% premium was deservedly well spend and I have manage to find out “the secret behind Ciseern’s success” and convince that Ciseern deserve to have what it takes to be one of the leading Interior Designer Firm in Singapore.

I will enthusiastically recommended her services to my circle of friend as well as business associate without reservation.



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