



# Media Release

## TRADE MINISTER SPEAKS ON THE IMPORTANCE OF DIGITAL TRANSFORMATION AND CUSTOMER EXPERIENCE AT CX AUTOMATION FORUM

**March 17, 2023:-** Senator the Honourable Paula Gopee-Scoon, Minister of Trade and Industry, delivered Remarks at the Customer Experience (CX) Automation Forum held on Friday, March 17, at the Hyatt Regency, Port of Spain.

The forum, the first of its kind in the region, hosted by Tridium Caribbean Limited, was held to showcase a range of new and innovative cash management solutions, self-service kiosks and self-checkout solutions that have the potential to revolutionise customer experience in the finance and retail sectors in Trinidad and Tobago. Commenting on the product offering, Minister Gopee-Scoon noted, ***“the new technologies introduced by Tridium, represent the future of retail businesses.”***

During her remarks, Minister commended organisers, Tridium and their partners, for their foresight in hosting the “timely and relevant” event. She noted, “Forums like this one are testimony that the private sector is attuned to Government’s digital agenda, which promotes digital transformation to better serve citizens on the one hand, and to create globally competitive businesses on the other.”

Minister Gopee-Scoon encouraged retailers to explore the advantages of modern systems indicating that she was pleased that there are several self-service checkout systems being utilized at one supermarket chain in Trinidad; the benefits of which include time-saving, a customer-controlled checkout and overall improved customer experience. Additionally, on the back end, there is a pilot ongoing to test a cash recycler which acts as an automated teller counting and dispensing notes.

The Minister also took the opportunity to provide tangible examples of initiatives currently being implemented by the Ministry of Trade and Industry that support the use of technology within the public service. This includes the enhancement of the TTBizLink Platform which will be made available to the public by April 30, 2023.

The enhancement of the TTBizLink software will introduce eighteen new e-services from various government ministries and departments including the Ministry of Agriculture, Land and Fisheries, the Ministry of Health, the Ministry of Works and Transport, and the Ministry of Tourism, Culture and the Arts. It will also implement online payment options for a number of services, thereby eliminating the need for in-person visits and allowing a seamless process from application to approval.

This enhancement will include a more user-friendly interface, making it easier for users to navigate and access the services and information they need. It will also optimize the software for mobile devices, allowing accessibility to government services and information while on the go.

Also speaking at the event were Kirk de Souza, Managing Director of Tridium Caribbean and company partner Glory Global Solution representative, Senior Director Carlos Molina.

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