



iGPSD LTD

The Future is Here...Now!

Staying focused and dedicated to innovation and customer service has helped take entrepreneur CHRIS CHAN closer to his goal of making iGPSD a customer favourite.

The power to dream is what makes our business model exciting, says young Chris Chan, founder and managing director of a relatively new, ambitious company, iGPSD Ltd.

Chan's customer-centric approach to business has already made strides since it was founded in 2005. Today, he is partnering with China developers to bring home automation to consumers through the iPhone, iPad and Android.

Success notwithstanding, Chan still comes across as pragmatic and focused. "Hype is everywhere nowadays with most people wanting to jump on the 'apps' bandwagon. Few bother to stand back and look at the whole scenario from a distance and understand what's really going on."

iTrends

Born in Hong Kong, Chan is a City University graduate. "From an early age I was inspired by my father who always told me that it was better to follow my dreams instead of working for someone else. So we began with just web applications and after 2-3 years when mobile applications started taking off, we decided to engage the trend and set up our new direction."

So in 2010 Chan took on board an investor who came in with venture capital of HK\$1 million. "Some costs have to be endured during this start up period. It is inevitable. However, the scope for building and expanding our business is



CHRIS CHAN: "The scope for building and expanding our business is exponential and we are looking at the bigger picture."



CHRIS CHAN and JOANNA WONG.

exponential and we are looking at the bigger picture.”

Chan’s colleague, Joanna Wong handles marketing and social networking-related issues adds: “The information explosion has brought to the fore a sort of frenzy, excited people rushing around often thoughtlessly, all wanting the latest products and technology. New technology is sexy but how many know how to make use of it?”

Buyer’s Expectations

“We are working on systems that will save our customers time and money. Like whatsapp, we are creating JustInstant which will probably cost users as little as HK\$10 per month but serve them just as well,” says Chris. “The challenge is to match the power of technology with the future of business. People want technology to provide solutions to tomorrows’ problems. Internet technology is making

companies of all sizes increasingly competitive and yes, there is no shortage of solution providers. The questions that remain are; how reliable, credible, experienced are they and can you trust them with your brand name?

Yes, the new possibilities Internet technology has put on the market are endless but suppliers must be careful in handling buyer’s expectations. It is easy to cater to an excited market but it is equally easy to disappoint customers too. We at iGPSD ensure we take time to understand the customer’s current and future needs. I think the way forward for service providers should be more pragmatic than recklessly aggressive.”

iDeas! Please

In this commotion between technology, products and services, the main winners will be ‘ideas’ people, says Chan. Creativity and innovation will emerge the main winners as eventually those service providers with the right experience and work ethic will grow alongside their customers. To serve a market like this you need to share a vision with your customers and that means you have to take time to learn what your customers are most likely to need. Often you have to reach out to partners who should be able to offer the same level of customer care that you do. This business is often more about integration than people realize. It is often more about putting together solutions then just throwing your expertise at customers,” says Chan.

“The beauty of iGPSD is that we are entrepreneurs who appreciate the trials and challenges of growth. We can therefore understand our customers’ difficulties and priorities. Our challenges is to continue to offer a consistent level of personalized, tailor-made service to our customers and to maintain that focus, that steadfast vision. At iGPSD, we are committed to organic and pragmatic growth and that’s what makes us interesting to our customers who value us for our consistent quality, expertise and abilities.” ■

“We at iGPSD ensure we take time to understand the customer’s current and future needs. I think the way forward for service providers should be more pragmatic than recklessly aggressive.”

For additional information please visit www.iGPSD.com