

BEST WORKPLACE PRACTICES

Dell Global Business Center

Dell Malaysia driving social change

At Dell Malaysia, the focus is not on merely having initiatives or programmes to facilitate the needs of its employees. Instead, the vision is to drive social change that will improve overall livelihoods.

This thinking forms part of Dell's "Legacy of Good" global initiative, which, among others, looks at factors such as the work environment, culture and overall system of the company to ensure a comfortable and progressive workplace where people can thrive with little or no limitation.

The initiative is Dell's brainchild to ensure sustainability, and together with its business objectives, bring about social and environmental benefits while driving better customer outcomes. Through this initiative, Dell is committed to putting its technology and talent to work where they can do the most good for people and the planet, shaping its culture, policies and business practices.

"We place great importance on ensuring that our people are really well taken care of," says Pang Yee Beng, Managing Director of Dell Malaysia and Senior Vice-President, South Asia and Korea, Dell EMC.

He expects employees to come to work happy every day, thereby realising their full potential and performing well.

"Without a healthy body and mind, no matter how good a workplace is, it's not going to work for the person," he says.

Dell also practises "connected workplace", which allows employees to work from home, especially those who need to attend to their families' needs.

"This programme allows them to work from home, and we even pay for their internet charges and allow them to claim for the costs of office equipment such as printers. We also allow flexible working hours to help them stay at their best and deliver results. This programme is for everyone, both men and women," Pang says.

He adds that such a system helps the company keep its talent, especially female talent, of whom it was losing about 10 years ago prior to the introduction of the programme as some of them had family commitments upon marriage.

Across the three Dell offices in Malaysia, various facilities and initiatives are offered for the comfort and pleasure of the employees.

At its Cyberjaya facility, there is a games area for the staff to relax, a gym, a dedicated mother's room and a clinic. Pang says Dell has even developed an app that allows its staff to monitor their health-related activities such as the number of steps they take every day.

The company also carries out social

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Pang Yee Beng

activities such as healthy food day, sports day and family day as well as volunteer activities at hospitals. Such initiatives were the results of employee feedback in the company's annual Tell Dell survey.

Pang says that while many companies conduct surveys, what is unique about Dell's is that after the survey is done, the managers and site leaders like himself will plan programmes to address some of the concerns raised.

He cites the example of transforming the dining experience at its Penang office, which had come about at the insistence of the staff and management.

"We noticed that most staff preferred to eat out instead of in the cafeteria. We wondered why and how we can attract them back. So we revamped the look and layout of the cafeteria and improved the menu by making it healthier and adding more options. It worked. The employees are now flocking back to the cafeteria. From a hall that is empty, these days, even I find it hard to get a seat," Pang says.

He points that the company spends a lot on the welfare of its employees. "We have to be consistent with our efforts, through good times and bad times, even if there's a global financial crisis. Leaders must take care of their people. This is part of the living and sustaining the legacy of our founder, Michael Dell," Pang says.