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Setia SPICE (formerly known as PISA) is a new collaboration project between the Penang State government and S P Setia Berhad with the vision of establishing Penang as a premier destination for world-class conventions and events.



SPICE has since undergone an expansion with major renovation to uplift its facilities, setting it apart from the rest in its goal of becoming a world-class convention centre.

We had the privilege to speak to the **Setia SPICE Senior Manager Mr. Yeoh** to understand how partnering with Initial Malaysia has added value and enhanced support in managing the ever-changing customer expectations.

“We want to create a WOW effect on everyone who walks in - Starting with a welcoming and cooling lobby where we engage their sense of smell with a refreshing scent. Customers are expecting well-prepared and organized facilities that cater to their different event needs, thus our aim is to be ahead of their expectations.”

According to Mr. Yeoh, customers' / visitors' satisfaction has always been the utmost priority at Setia SPICE. With that in mind, he constantly encourages his team to think ahead of their customers and provide 'personal touches' whenever possible.

“Our customers are impressed with Initial's services and solutions, especially when they visit our fully equipped washrooms.”

Elaborating further on creating an unforgettable customer journey, he added: **“Our VIP washrooms are stocked with premium amenities as we aim to enhance user's experience and the Initial Signature champagne colour range further complements in creating a luxurious experience for our VIP customers.”**

Distinguished by its unique and eco-friendly design, Setia SPICE pays attention to the finest details in creating meaningful environments; true to S P Setia's *LiveLearnWorkPlay* development philosophy. However, it is not just the design that makes Setia SPICE notable, but the world-class service and holistic customer experience it creates that truly sets it apart.



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