

PRESS RELEASE

## Ngee Ann Polytechnic Launches Centre for Behaviour and Nudge Design – Singapore's First to Combine Nudge Science with AI-enabled Coaching

*AI-enabled Behavioural Insights Coach helps organisations to design and test interventions to improve workplace culture and performance*

*Early success of UOB pilot sees the bank expand partnership with Centre to impact its regional workforce of more than 30,000*



*(From left) Mr Aslam Sardar, CEO of the Institute for Human Resource Professionals; Mr Lim Kok Kiang, Principal & CEO of Ngee Ann Polytechnic (NP); and Mr William Lim, Director of NP's School of Business & Accountancy at the official launch of the Centre for Behaviour and Nudge Design (BaND)*

**Singapore, 14 October 2025** – [Ngee Ann Polytechnic](#) (NP) today marked a milestone in enabling organisations to apply behavioural science and AI to workplace transformation. Announced at the Institute for Human Resource Professionals' (IHRP) People Behind People Forum 2025, graced by Guest-of-Honour Dr Tan See Leng, Minister for Manpower, NP's new Centre for Behaviour and Nudge Design (BaND) will help organisations harness nudging science to boost productivity, strengthen culture, and drive sustainable change.

Today's workplaces are dynamic and complex. Rapid technological changes, global economic conditions and shifting market demands fuel the need for adaptability and continuous learning – all of which can affect workplace engagement. Notably, the [People at Work 2025 global workforce study by ADP Research](#) reported that only 12% of Singapore's workers are engaged – the lowest among South-east Asian countries surveyed and trailing behind the global average of 19%.

Low engagement means employees are less likely to embrace new tools or sustain workplace changes, even when these are meant to improve productivity or wellbeing. This is where BaND comes in –

applying proven behavioural science methods and AI-enabled tools to encourage positive workplace habits through nudging.

NP Principal & CEO, **Mr Lim Kok Kiang**, said: “We see behavioural science and AI not just as tools, but as catalysts for transformation in the workplace. With BaND, we aim to help organisations of every size redesign how they engage and motivate their people, building more resilient, productive, and human-centred workplaces.”

### **Innovation in Behavioural Design**

At the heart of BaND is **Abbi**, the world’s first AI-enabled Behavioural Insights Coach, co-developed with the United Kingdom-headquartered Behavioural Insights Team (BIT) and technology partner Nudgyt. Established in 2010 within the UK government, BIT has since transformed into a global research and innovation consultancy with offices around the world.

Abbi serves as a digital coach who can “sense, act and think”. Drawing on established behavioural insights frameworks, it helps users explore workplace challenges, test different approaches, and refine their ideas before and during implementation. Through structured prompts and tailored insights, it deepens learning both before and after training programmes.

Starting in November, BaND will leverage the expertise of BIT to train Abbi on the tacit knowledge and behaviours of human BI experts, as well as BIT’s case studies and established behavioural insights concepts. From early 2026, Abbi will have strengthened capabilities that allow her to interact more effectively with users. For instance, Abbi will gain the ability to recall contexts across multiple coaching interactions with a user; read emotions and react with encouragement; as well as engage in conversations in more than 60 languages and dialects. Key features of Abbi are detailed in *Appendix A*.

### **Strong start with successful pilot at UOB**

BaND partnered with UOB to pilot the use of behaviour and nudging science to support the latter’s adoption of Copilot, a GenAI productivity tool. Together, they designed a dedicated SharePoint learning hub and deployed behavioural nudges to improve employees’ knowledge of Copilot and encourage its integration into daily workflows. The pilot engaged 3,000 employees and delivered early positive outcomes, including a fourfold increase in completion rates for online training. The pilot has since expanded to 10,000 employees in Singapore, with plans to reach more than 30,000 regionally.

Additionally, UOB will be the first organisation to tap BaND’s capabilities to run data-driven experiments to identify and refine the most effective nudging strategies to enhance employee engagement and adoption of new technologies and tools.

### **Building talent pipeline: New “Behavioural Transformation Architect” Role Badge**

BaND brings together leading behavioural science and technology partners to deliver industry-relevant programmes and solutions. Among these is the **Certificate in Behaviour and Nudge Design Signature Programme** co-developed with EY, slated to launch in March 2026.

This 11-week course enables HR professionals to carry out a real behavioural design project within their organisation. Upon programme completion, learners will be awarded the “Behavioural Transformation Architect” role badge – a mark of professional skills recognition from IHRP – to demonstrate

competency in designing and implementing behavioural interventions. The programme is supported with up to 90% SkillsFuture funding.

Other than BIT, EY and Nudgyt, BaND's broader ecosystem of partners includes AcerPacer and Entomo (*see Appendix B*).

Beyond adult learning, NP is looking to extend the centre's offerings into its full-time curriculum. From 2027, about 400 students from the School of Business & Accountancy (BA) will have access to an elective certificate in behavioural science and nudging, equipping them with emerging skills to tackle increasingly complex real-world challenges.

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**About Ngee Ann Polytechnic**

Ngee Ann Polytechnic started in 1963 and is today one of Singapore's leading institutions of higher learning with over 13,000 enrolled students in close to 40 disciplines. It seeks to develop students with a passion for learning, values for life, and competencies to thrive in a global workplace. The polytechnic also supports Continuing Education and Training (CET) through its CET Academy, which offers a wide range of part-time programmes and short courses. It works closely with industry partners to curate programmes for emerging skills, develop talent pipeline for the industries and help adult learners stay agile in today's rapidly changing global economy. For more information, please visit [www.np.edu.sg](http://www.np.edu.sg).

**About the Centre for Behaviour and Nudge Design**

The Centre for Behaviour and Nudge Design (BaND) by Ngee Ann Polytechnic (NP) supports organisations in applying behavioural science and artificial intelligence to drive meaningful workplace change. In today's fast-evolving business environment, BaND partners with HR teams, people managers and organisational leaders to design evidence-based, human-centred solutions that strengthen culture, boost well-being, and drive organisational growth and effectiveness. This aligns with NP's mission to nurture a future-ready workforce and foster innovation across organisations.

**About Our Partners**

**Behavioural Insights Team (BIT)**

BIT is a global research and innovation consultancy which combines a deep understanding of human behaviour with evidence-led problem solving to improve people's lives. We work with all levels of government, nonprofits and the private sector, applying behavioural science expertise with robust evaluation and data to help clients achieve their goals.

UOB is a leading bank in Asia. Operating through its head office in Singapore and banking subsidiaries in China, Indonesia, Malaysia, Thailand and Vietnam, UOB has a global network of more than 470 offices in 19 markets in Asia Pacific, Europe and North America. Since its incorporation in 1935, UOB has grown organically and through a series of strategic acquisitions. Today, UOB is rated among the world's top banks: Aa1 by Moody's Investors Service and AA- by both S&P Global Ratings and Fitch Ratings.

For nine decades, UOB has adopted a customer-centric approach to create long-term value by staying relevant through its enterprising spirit and doing right by its customers. UOB is focused on building the future of ASEAN – for the people and businesses within, and connecting with, ASEAN.

The Bank connects businesses to opportunities in the region with its unparalleled regional footprint and leverages data and insights to innovate and create personalised banking experiences and solutions catering to each customer's unique needs and evolving preferences. UOB is also committed to help businesses forge a sustainable future, by fostering social inclusiveness, creating positive environmental impact and pursuing economic progress. UOB believes in being a responsible financial services provider and is steadfast in its support of art, social development of children and education, doing right by its communities and stakeholders.

## **Appendix A: Features of Abbi, the AI-enabled Behavioural Insights Coach by BaND**

Like a real-life Behavioural Insights consultant, Abbi guides users tackling complex organisational challenges to develop a tangible output. Thanks to Abbi, every organisation can experiment with workplace improvement initiatives in a safe and affordable way.

Specifically, Abbi can:

- Guide leaders and teams through workplace challenges using established behavioural frameworks and structured prompts tailored to organisational contexts.
- Explore, test, and refine nudges before rolling them out.
- Support deeper learning both before and after training programmes, helping participants embed behaviour change over time.
- Model and validate ideas in real time, reducing reliance on costly external support and speeding up implementation.

Enhanced with UK-headquartered Behavioural Insights Team's (BIT) thinking processes and heuristics, come November, Abbi will have the following added features:

Able to remember and reference past interactions with a learner to better meet learners' needs and challenges.

Able to detect and identify objects around her and react based on defined coaching behaviours

Able to respond to and interact with users across >60 language and dialects



Able to interact with a digital whiteboard to exchange ideas with learner

Able to read the emotions of learner she is speaking to and react with encouragement or reassurance

Able to create diagrams to simplify complex ideas for learners

**Meet Abbi, the AI-enabled Behavioural Insights Coach**

## Appendix B: Industry Partners

### Quotes from BaND's Partners

"The Behavioural Insights Team is delighted to partner with Ngee Ann Polytechnic (NP) on the new Centre for Behavioural and Nudge Design. This collaboration marks an important step in strengthening behavioural science capabilities in Singapore and putting that to work on real challenges that matter to people's lives. With innovative tools like Abbi, NP is leading the way in showing how human-AI collaboration can enrich the teaching, learning, and the application of behavioural insights."

**Dr Serene Koh**

**Director, Behavioural Insights Team (BIT) Singapore**

BaND is partnering BIT in the co-development of Abbi the AI-enabled Behavioural Insights Coach and other capability building initiatives.

"HR practitioners are the key agents of transformation within their organisations. With evolving workforce expectations and business models, HR plays a pivotal role in translating strategy into real behavioural shifts. We look forward to work with Ngee Ann Polytechnic to help HR leaders leverage behavioural insights in a practical way and translate these into measurable impact across the workplace."

**Mr Goh Jia Yong**

**Partner, People Consulting at Ernst & Young Advisory Pte. Ltd.**

BaND and EY are co-developing the Certificate in Behaviour and Nudge Design Signature Programme.

"As AI continues to redefine the way we work and serve our customers, it is essential that our people are equipped with the right skills and strategies to harness its potential. Our partnership with Ngee Ann Polytechnic (NP) has been instrumental in the deployment of behavioural science to drive rapid GenAI adoption across the Bank. Building on this momentum, we look forward to deepening our collaboration with NP by partnering BaND to continue upskilling and reskilling our workforce for an AI-enabled future."

**Dr Bryan Lim**

**Head of Group Talent and Development, Group Human Resources, UOB**

UOB is collaborating with NP in a wider partnership involving the Institute of Banking and Finance Singapore and Workforce Singapore to further accelerate its GenAI adoption efforts.

### Other Ecosystem Partners

- **AcerPacer:** Curriculum partner for Pre-Employment Training and SkillsFuture career transition programmes
- **Endomo:** Provider of enterprise platform