

# Fancy job titles can raise workers' morale

I REFER to Mr Jeffrey Law Lee Beng's letter, "Dump fancy, meaningless job titles" (*my paper*, Dec 18).

It has long been acknowledged that many Singaporeans shun certain jobs because of poor pay, drudgery and lowly status.

Many who hold such jobs would not be keen to share their designations with friends and family, as they bear negative connotations.

While a fixation on status has led to an increase in the number of fancy job titles, such as "sanitation officer" for toilet cleaners and "customer-service executive" for sales staff in shops, there is really no harm in conferring such titles on employees.

As Mr Law admitted, such designations could instil a sense of dignity in workers and spur them to provide better service.

After all, if such titles could alter employees' mindsets, they would perform better than if they had no pride in their jobs.

And using fancy titles, though a small gesture, is a painless effort that could reap significant dividends if Singaporeans become more accepting of such jobs and do them well.

The salaries for such positions are low and there are few rewards and benefits.

Let us not begrudge those who take them up their fancy titles.

**MR ADAM LEO ISIDORE TAN**