



# Ms Caroline Lim

Head, Service Culture,  
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## Faculty Profile

Caroline Lim is an accomplished Customer Experience and Human Capital Development Specialist with over 20 years spent in the consulting and training arena covering major service industries like aviation, hospitality, luxury retail, banking & finance, etc. She has been heading the Service Culture department of NUH since Aug 2021. With her experience, she played a pivotal role in formulating a patient experience enhancement system leading to the achieve of NUH patient experience index.

Her passion on customer experience had led her clients in attaining “CX Awards” in the Asia Pacific region. She had previously led 3 iconic customer experience projects on international platform namely, 2008 Beijing Olympics Regatta event in Qingdao, Shandong, 2010 World Expo in Shanghai and the development of National Service Excellence Framework for Botswana, Africa in 2013.

Caroline holds a Master of Science in International Management with Human Resource Management, and she is also an ACTA certified trainer with SkillsFuture Singapore.

