CYNGUS
TECHNOLOGIES

MSC MALAYSIA
Status Company

Effective Customer Engagement in the NEW DIGITAL WORLD

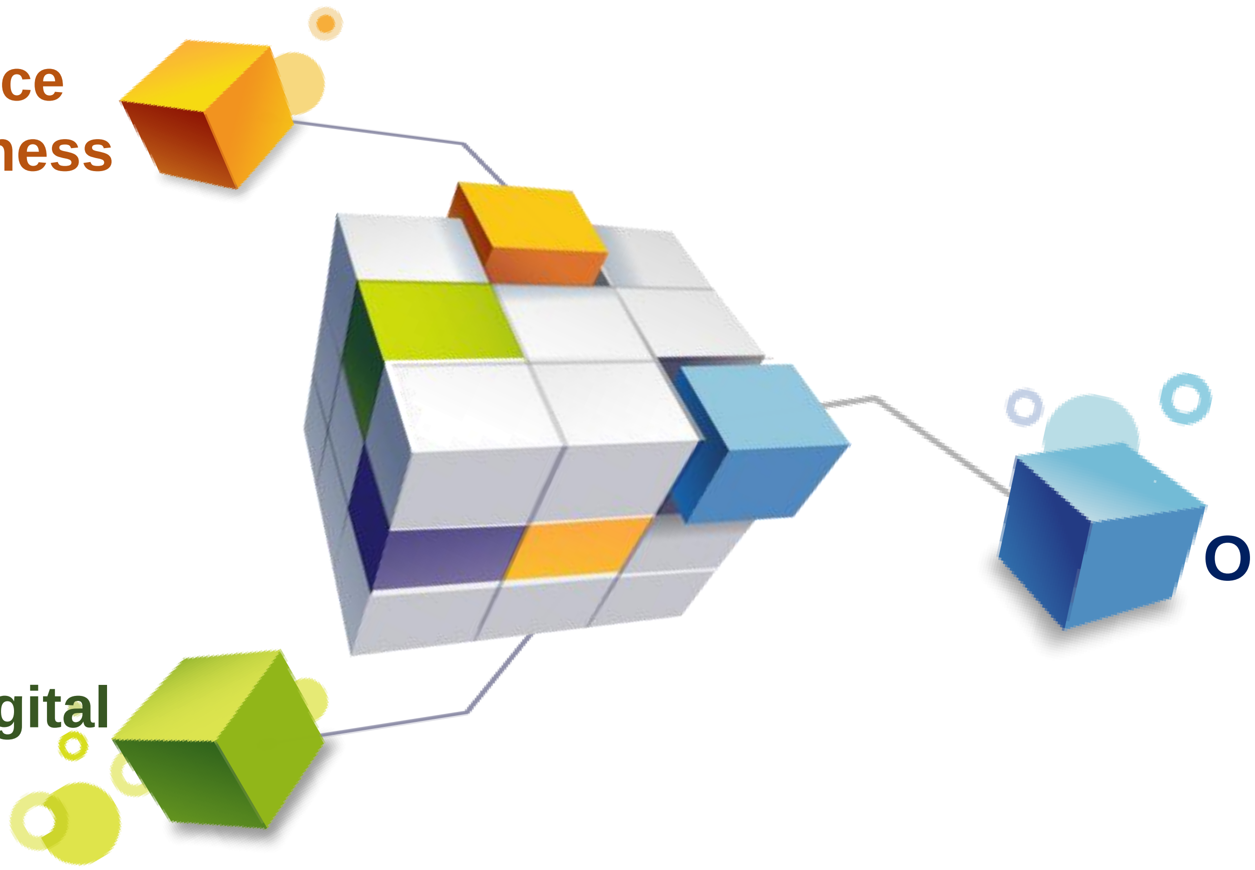
CYNGUS
TECHNOLOGIES

MSC MALAYSIA Status Company

Customer Engagement
in the NEW DIGITAL WORLD

By **Jeff Hwong** Regional Director at Cyngus Technologies

Solid Consumer Banking Foundation



Sales Force Effectiveness

Optimized Branch Network

Multi-channel Integration & Digital Distribution

Banking Customers View

10% Feel valued by their banks

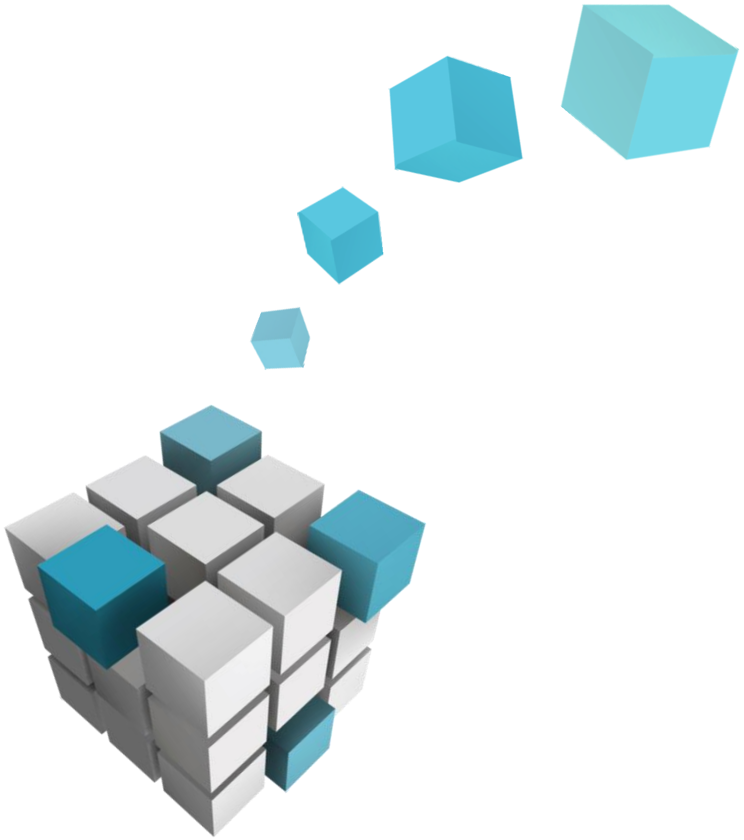
16% Believe banks understand them & what they want

8 - 17% Strongly agree that banks deliver good customer service

16% Find mobile banking services satisfactory

74% Want to receive information from bank whenever they demand it!

The Changing Landscape in the Digital Age

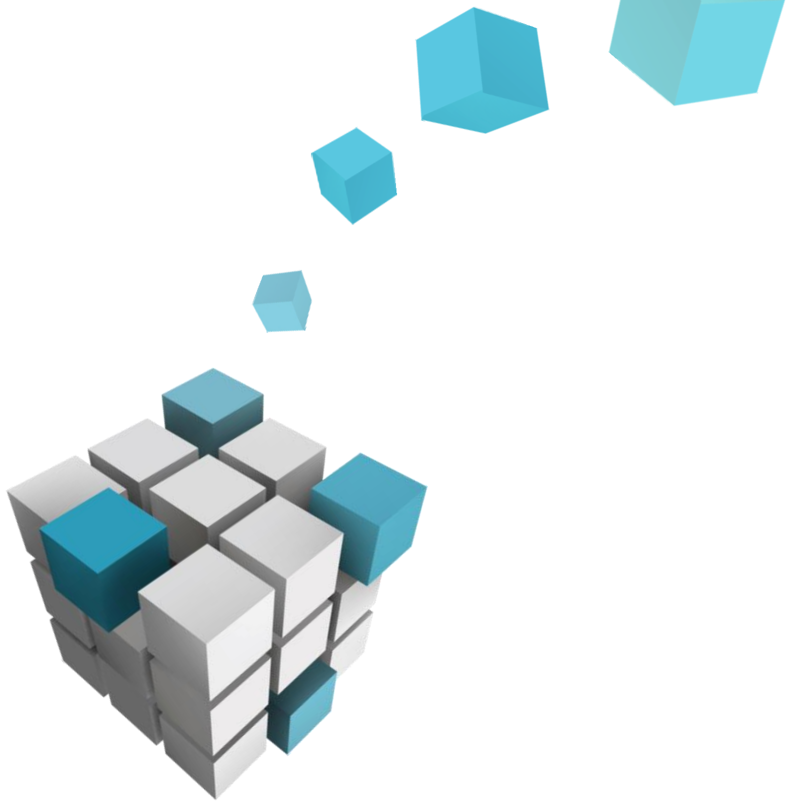


Increasing Competition

Rapid Technological Adoption

Changing Customer Behavior

The Market Trends



Transparency

Customer Driven

Customer Experience

Personalisation

Intimacy

Agility

CYNGUS
TECHNOLOGIES

MSC MALAYSIA Status Company

Communication Trends

Avr. Time Mobile Internet Users Spend
3 hrs 3 mins

Avr. Time Internet Users Spend
5 hrs 36 mins

Internet Users
19,200,408

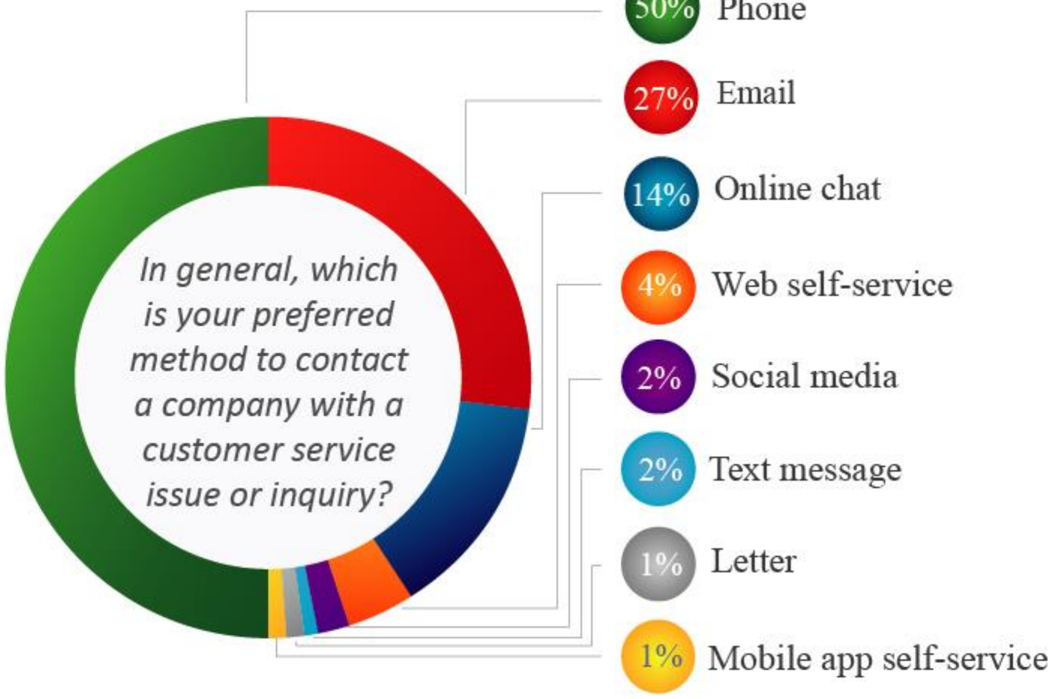
Active Facebook Users
15,600,408

Avr. Time Users Spend on S.Media each day
3 hrs 17 mins

28% Of mobile users using location-based services

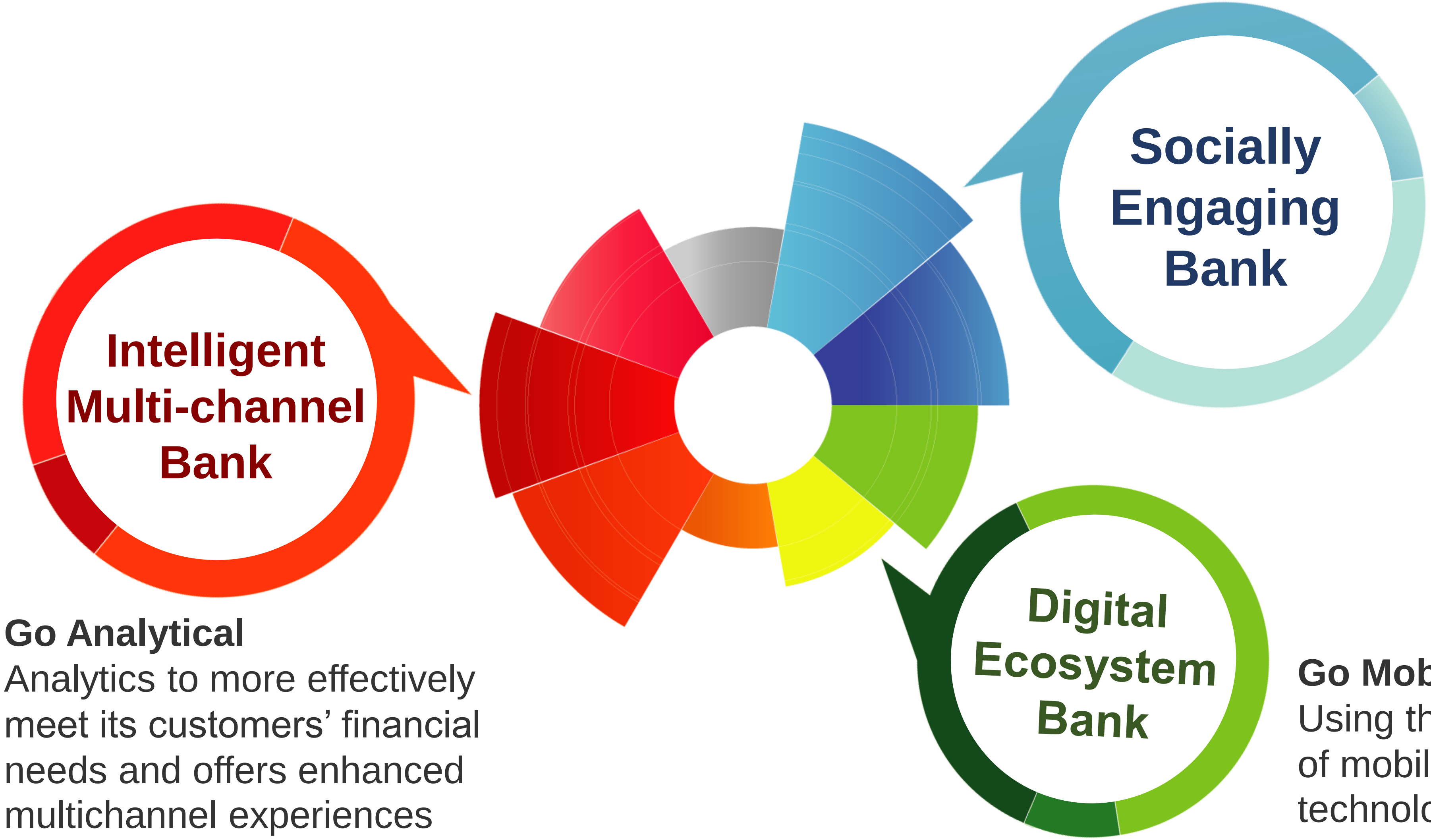
58% Of mobile users using social media apps

64% Social media as a % of total population



Source: The Northridge Group State of Customer Service Experience 2015

New Consumer Banking Business Model

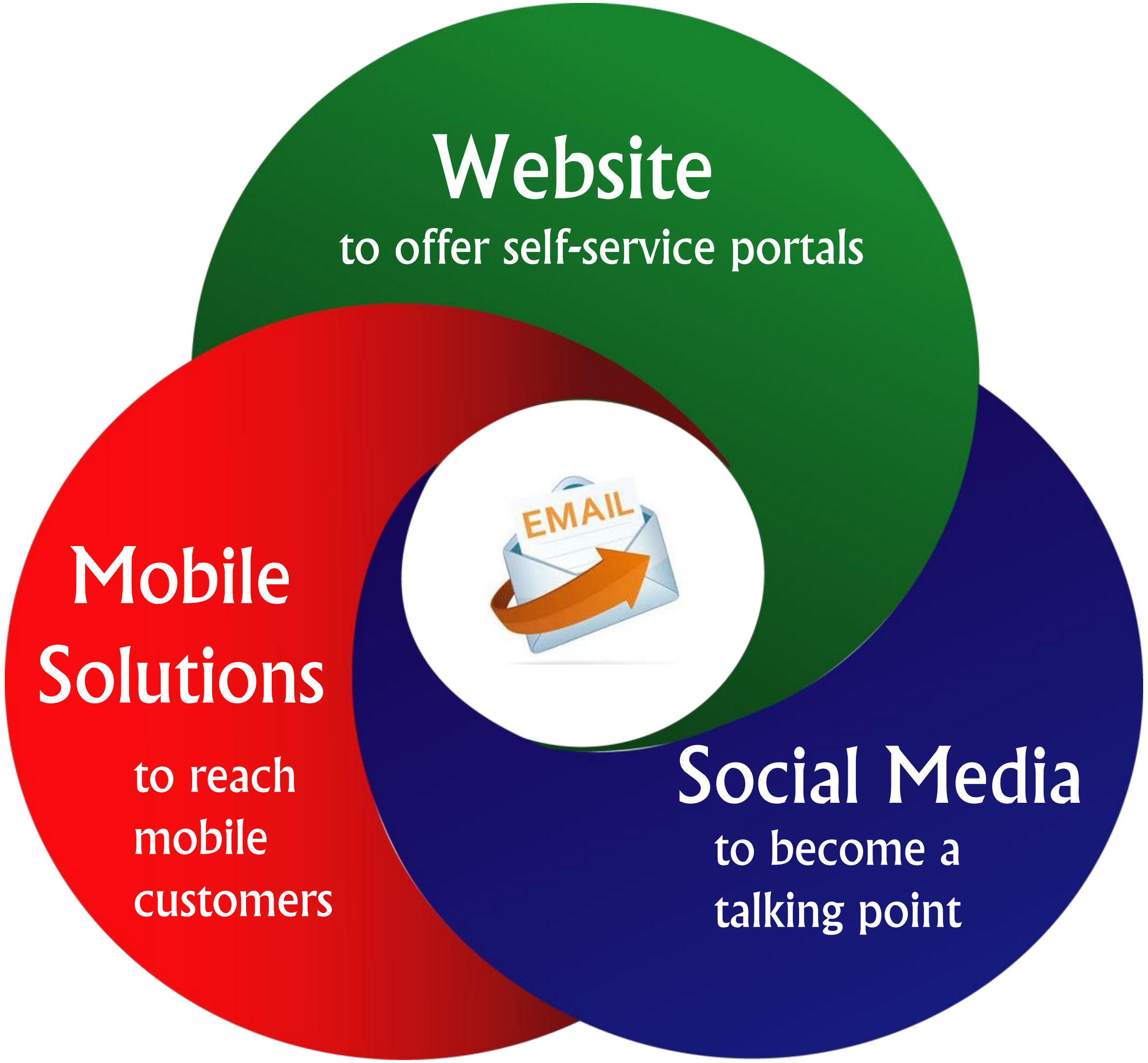

Intelligent Multi-channel Bank
Socially Engaging Bank
Digital Ecosystem Bank

Go Social
Leverages social media interactions to increase customer intimacy

Go Analytical
Analytics to more effectively meet its customers’ financial needs and offers enhanced multichannel experiences

Go Mobile
Using the power of mobile technologies

Handling Interactions from Digital Channels



Website
to offer self-service portals

Mobile Solutions
to reach mobile customers

Social Media
to become a talking point

Effective Customer Engagement

in
Google
You Tube

- Social Media & Online Connection
- Customer Insight & Brand Identity
- Personalized Connection
- Quick Response

CYNGUS
TECHNOLOGIES

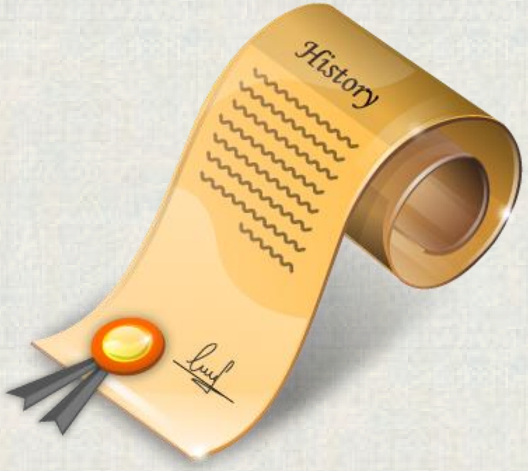
MSC MALAYSIA Status Company

Pain points of managing@

Omni-channel Customer Engagement

By **Nurul Azlina Ishak** at Bank Rakyat

CALL CENTRE HISTORY



Bank Rakyat Contact Centre was launched in January 12, 2006 for the purpose of improving the quality of service to customers. At the beginning of the operation, a total of 24 employees have been assigned to Contact Center. All our employees are executive level. They are responsible for receiving calls and answering any inquiries or complaints pertaining to all Bank's products and services. All calls will be recorded and monitored for quality monitoring purposes. To date, our Contact Center has grown to 135 employees.

CONTACT CENTRE OBJECTIVES

- Offer excellent service to customers by increasing efficiency and effectiveness of information delivery. The Contact Centre provides the Bank with the means to raise the quality of its services and be more competitive in the banking industry.
- Increase branch productivity by way of reducing customer inbound calls on enquiries for general information. Branch staff will be more focused on their core functions such as marketing and recovery.
- Increase the Bank's revenue via telemarketing activities on its products and services.
- Maintain customer loyalty and ensure they continue using Bank Rakyat services.

CONTACT CENTRE

- Telephone :
  - 1-300-80-5454 (main line) / 03-55269000
  - 1-300-800-800 (project line 1) / 03-55269200
  - 1-800-880-800 (project line 2) / 03-55269400
  - 03-55269800 (Telemarketing)
- Fax : 03-5526 9001
- E-mail : telerakyat@bankrakyat.com.my
- Facebook : ***Bank Rakyat, Bank Pilihan Anda***
- Twitter : **@myBankRakyat**
- Website :Corporate Website : www.bankrakyat.com.my
  iRakyat : www.irakyat.com.my

BANKRAKYAT
بيڠک رعية

CONTACT CENTRE OVERVIEW

MSC MALAYSIA
Status Company

Phone

Email

Website

SMS

Social Media

tele-Rakyat

PRODUCTIVITY
- ✓ Script
- ✓ FAQ
- ✓ Diary
- ✓ Fulfillment
- ✓ Email Management
- ✓ Virtual File

SERVICE COMMITMENT
- ✓ Track
- ✓ Follow-up

CUSTOMER EXPERIENCE
- ✓ Survey

CONSOLIDATION
- ✓ Single Issue across the bank
- ✓ Integrated SLA

EFFICIENCY
- ✓ Integration to Banking System

ANALYSIS

-Connection KPI's Reporting – Dashboard
- Scheduled Report Runs

Current Collaborative Technologies Deployed

AVAYA	Contact Centre Solutions
ORLIG CUSTOMER RELATIONSHIPS MANAGEMENT	Customer Relationship Management Solutions
RightFax	Fax Solutions
TELEOPTI	Workforce Management Solutions

Our Presence in Social Media

- Faceboook
  - 2010
  - Bank Rakyat, Bank Pilihan Anda
  - 98,212 fans as at 22 Jan 2016
- Twitter
  - 2012
  - @myBankRakyat
  - 3130 follower
- Instagram
  - 2015
  - @myBankRakyat
  - 1087 follower

Facebook Like Fragmentation

Based on Age: >50% aged 25-34 years old

	OCT"15	NOV"15	DEC"15
Age 13 - 17	1,336	1,320	1,299
Age 18 - 24	15,285	15,156	15,109
Age 25 - 34	48,304	48,823	49,240
Age 35 - 44	20,909	21,241	21,550
Age 45 - 54	6,691	6,779	6,862
Age 55-64	2,138	2,165	2,193
Age 65 +	1,135	1,149	1,163
Unclassified	322	353	322
TOTAL	96,120	96,986	97,738

BANKRAKYAT
بيڠک رعية

FACEBOOK TYPE OF COMMENT

MSC MALAYSIA
Status Company

TYPES OF COMMENT	OCT"15	NOV"15	DEC"15
Ar-Rahnu	0	0	0
Campaign	2	5	5
Career	9	6	1
Complaints	0	12	9
Compliments	11	0	2
Credit Cards	2	2	3
e-Current Account	0	0	0
Financing Application status	0	0	0
Financing Products	4	11	18
General enquiry	16	23	30
Insurance	0	0	0
Internet Banking	6	5	6
Internship	0	0	5
Investment	1	1	0
Maintenance	0	0	0
Phishing Email	0	0	0
Proposition	0	0	0
Recognition	0	0	0
Request	0	0	0
Savings Account	3	3	11
Services	0	0	2
Share Membership	2	2	8
Web Autopay	0	0	0
Yayasan PPBU	2	3	1
Total	58	73	101

FACEBOOK TYPE OF PRIVATE MESSAGE

TYPES OF COMMENT	OCT"15	NOV"15	DEC"15
Ar-Rahnu	-	-	1
Campaign	2	10	3
Career	45	37	5
Complaints	8	21	27
Compliments	-	3	1
Credit Cards	3	6	12
Debit Card	-	1	0
e-Current Account	-	-	0
Financing Application status	-	-	8
Financing Products	81	103	71
General enquiry	87	128	118
Insurance	2	-	14
Internet Banking	2	7	11
Internship	-	-	28
Investment	3	4	4
Maintenance	-	-	1
Phishing Email	-	1	0
Proposition	-	-	1
Recognition	-	-	0
Request	-	-	0
Savings Account	9	9	21
Services	1	-	13
Share Membership	7	14	1
Web Autopay	-	-	0
Yayasan PPBU	3	5	0
Total	253	349	340

CHALLENGES IN MANAGING SOCIAL MEDIA

- Managing multiple social media channel from different platform
- Act as moderator
- Service Level Agreement
- Tracking & monitoring
- Passive respond

KEY FUNCTIONS AND FEATURES THAT HELP

- Holistic real-time analytics across various communication channels.
- SLA alert functions to ensure timely response.
- Tracking & monitoring on AHT, FCR, context of the communication, etc.
- Empower agents with information in hand.
- Seamless communication across various communication channels.

QUESTIONS & ANSWERS

Coffee Break & Networking

CYNGUS
TECHNOLOGIES

MSC MALAYSIA Status Company

Unleashing the FULL Potential of
Customer Engagement in the NEW DIGITAL WORLD

By **Aaly Tai** Senior Client Consultant at Cyngus Technologies

CYNGUS
TECHNOLOGIES

MSC MALAYSIA
Status Company

Customer Engagement Systems

Call Centre and Customer Service

- Other Point Solutions
- Business Process Management
- Voice of Customer Solutions
- Contact Centre Infrastructure

Content Management

- Customer Interaction Analytics
- CEC Workforce Optimization
- Customer Engagement Centre
- Web Content Management

Customer Experience

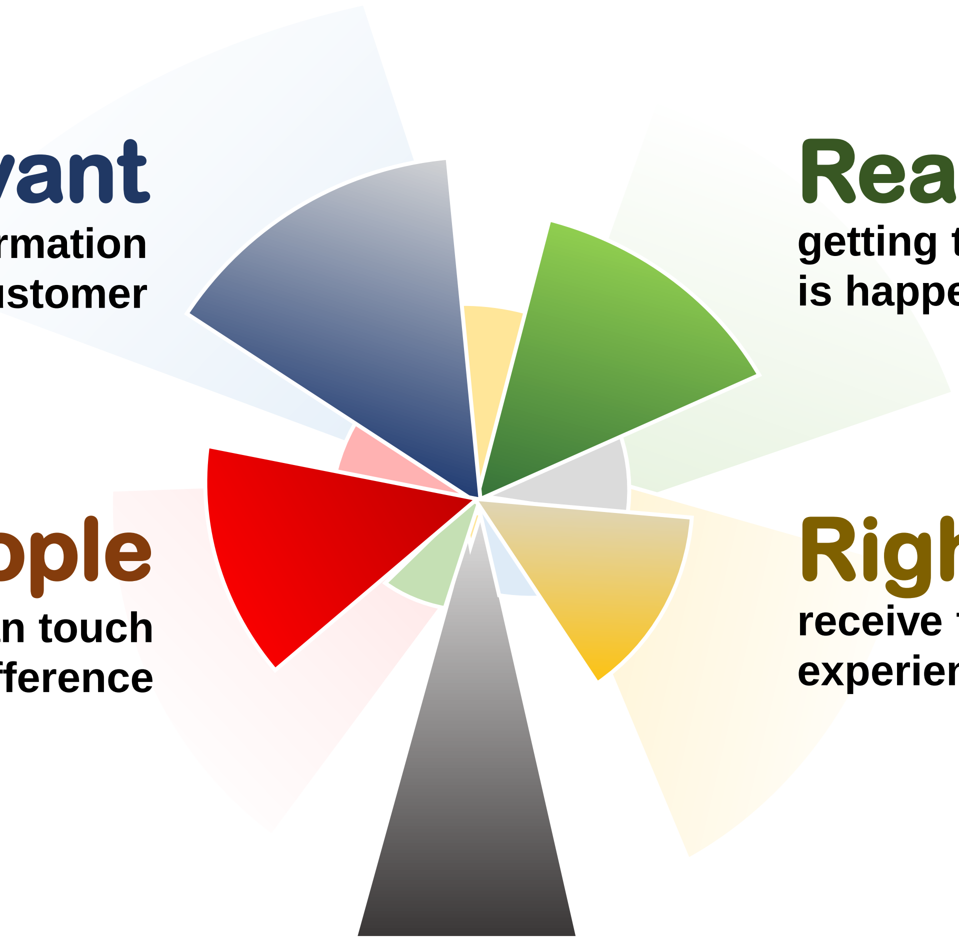
- Real Time Decisioning
- Web Customer Self-Service
- Journey Analytics
- Customer Communication Management

Marketing Management

- Email, Web, Mobile Campaign Management
- Web Analytics
- Social Engagement Applications

Digital Commerce Platform

4Rs of Customer Engagement



Relevant

having all relevant information about a customer

Real time

getting true understanding of what is happening timely

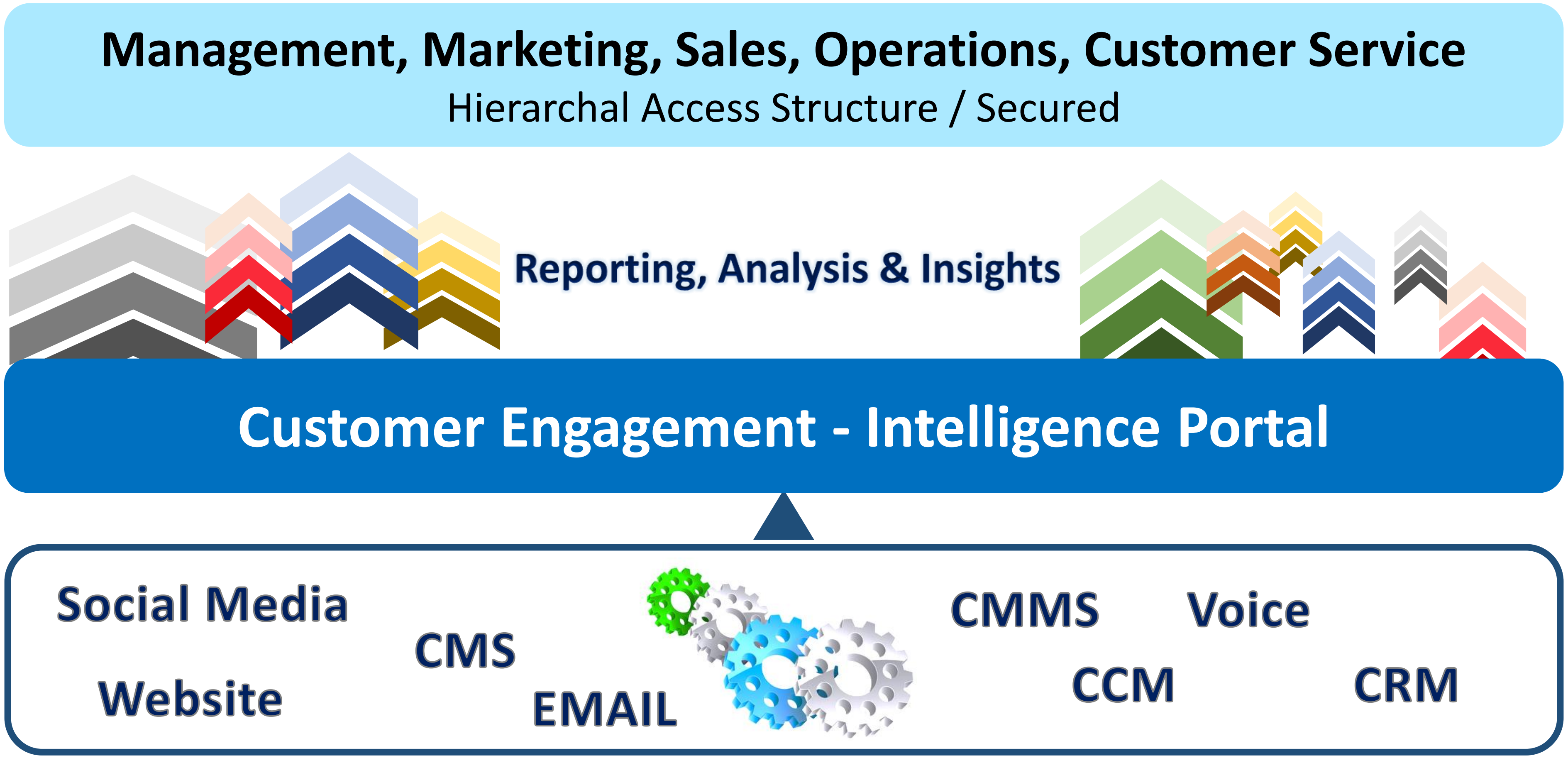
Real people

a human touch can make the difference

Right Voice

receive the same, consistent experience across all channels

Communication Intelligence Portal
The ‘System of Systems’



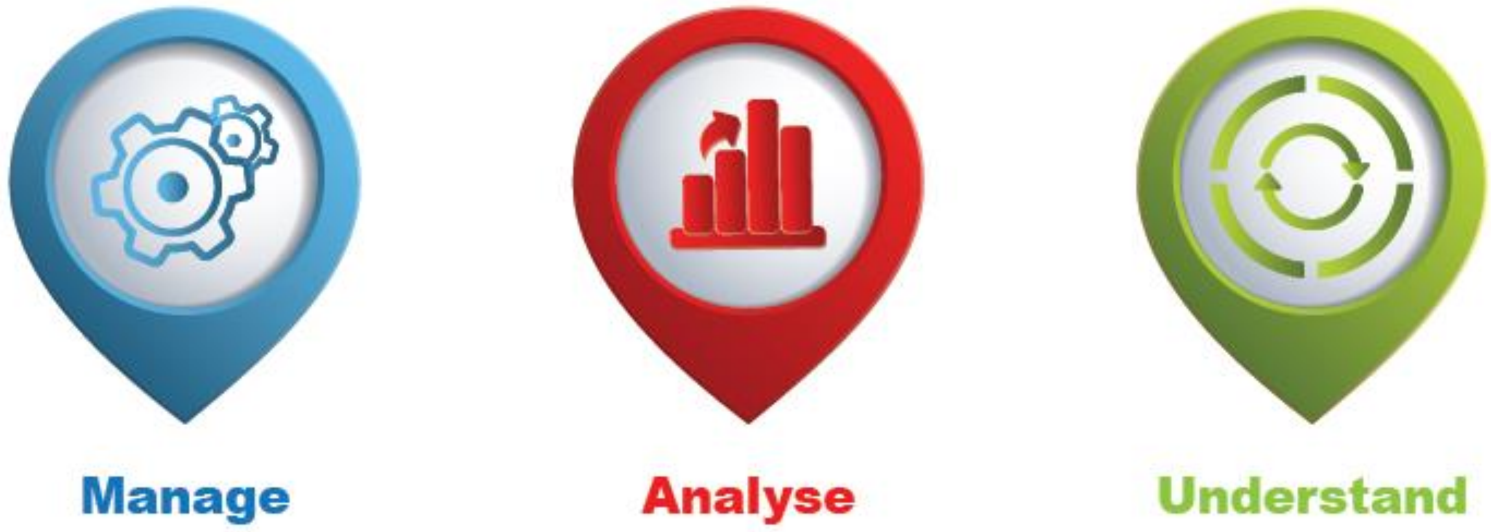
Management, Marketing, Sales, Operations, Customer Service
Hierarchal Access Structure / Secured

Reporting, Analysis & Insights

Customer Engagement - Intelligence Portal

Social Media
Website
CMS
EMAIL
CMMS
Voice
CCM
CRM

ViSight Solutions

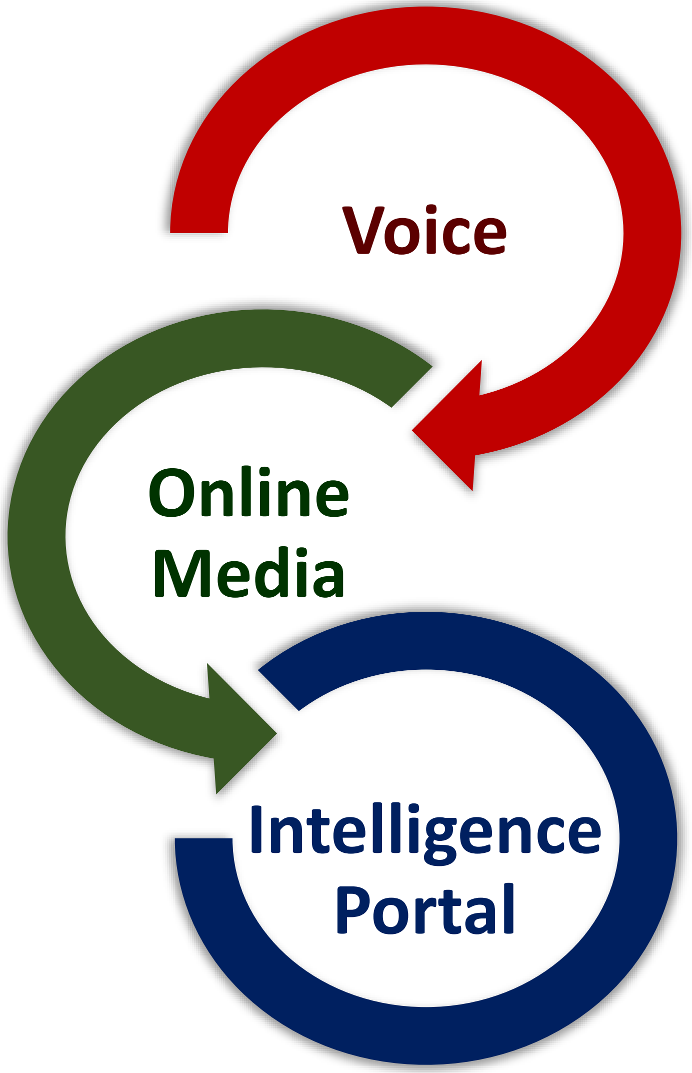


All Communication Data

It is simplified. No additional resources are needed to analyze massive and complex raw data.

Increase profitability and customer satisfaction by providing seamless customer experience across channels

ViSight Solutions


Voice

Online Media

Intelligence Portal

New development on existing Voice Analytics

Capturing New Customers with our new ViSight Online Media

Leveraging on our expertise

Case Study – Global Retail Company

ViSight
Online
Media

One of the largest retailers with more than 3,500 stores in over 50 countries
Needs a unified platform for various communication channels across countries to improve customer experience.

KEY CHALLENGES

- To deliver excellent customer support in different languages.
- To efficiently support their customers 24/7 regardless of time zone differences.
- Unable to measure the effectiveness of customer supports to improve the service quality.

KEY BENEFITS

- Handle customer interactions efficiently across channels.
- Supporting customers from different countries with more than 45 languages.
- Ensuring consistency of messages sent to customers regardless of channels.
- Improve efficiency of up to 50% with the One Platform, One Interface and One Click functionalities.

USER EXPERIENCE

- By deploying this system, our efficiency has increased with over 50%.
- We have scaled up the use of this system in all markets and are pleased with the cooperation.

Case Study – Government Agency

ViSight
Online
Media

A revenue collecting agencies,
an early adopter of social media and handling millions of interactions.

KEY CHALLENGES

- To deliver excellent customer service as per their published Client Charter
- Unable to manage social media interactions and to analyze the data generated from these interactions
- Unable to measure the KPIs on their communication (including their cyber troopers) with the public through social media.

KEY BENEFITS

- Meeting the required SLAs.
- Improve efficiency of up to 50% with the One Platform, One Interface and One Click functionalities.
- Mobile Interface allows for greater mobility for their CSOs.
- Accurate reports within the agency and to various government agencies and ministries are delivered on time – every time.

USER EXPERIENCE

- Compiling reports is so stress-free.
- With a single view, my bosses and I can monitor the SLA of the department and the CSOs.
- I can stay on the single interface without having to jump from one apps to another

Thank You

Feedback form