

Delivering outstanding experiences and optimising business performance

Affin Bank Berhad improves contact centre functionalities, enables a seamless omnichannel experience and improves telesales



Customer: Affin Bank Berhad

Industry: Banking

Location: Malaysia

Size: 6,463 employees

Challenges:

- Legacy platform limitations
- Difficulty measuring KPIs
- Systems operating in silos
- Slow issue-resolution times

Product:

- Genesys Engage

Solutions:

- Voice
- Chat
- Email
- Social
- Outbound
- Reporting and Analytics

Affin Bank Berhad has over 6,400 employees and 110 branches. Its ethos of “Banking Without Barriers” communicates its goal to remove the boundaries and friction common in the banking process. The latter means reaching out to the customers, improving relationships with them, making each one of them feel privileged and enhancing a new approach to banking and changing the face of conventional banking.

In recent years, Affin Bank Berhad aimed to adapt its contact centre to changing customer needs. This meant upgrading to the right tools and processes to continue providing best-in-class customer experiences. As its customer base continued to grow, the bank

wanted to transform the contact centre to support email, SMS, chat and social media. And to realise these customer-centric aspirations, Affin Bank Berhad sought a seamless, easy-to-use omnichannel solution, powered by digital innovations at every customer touchpoint.

The all-in-one Genesys Engage™ solution ticked all the boxes for Affin Bank Berhad. After implementing the solution, Affin Bank Berhad has leapfrogged the competition and established itself as one of the best contact centres in Malaysia – with Internet Protocol Virtual Private Network (IPVPN) and SIP integration.



Improving contact centre functionalities

One of the key benefits Affin Bank Berhad has experienced is a tremendous reduction in integration efforts, resulting in quicker times to market. The bank shifted from a legacy environment to an agile suite with the all-in-one contact centre platform in just 100 days, compared to the traditional six- to eight-month timeframe.

"Affin Bank Berhad was presented with the Genesys CX Pioneer Award. This global recognition is a testament to the bank's success in achieving a fast deployment," said Wan Razly, President and Group CEO of Affin Bank Berhad. "Since implementing Genesys, we managed to consistently meet our service levels. The volume of non-voice channels (live chat and social media interactions) have been showing an upward trend too."

Another improvement Affin Bank Berhad realised was the ability to manage the call-routing strategy independently without relying on third parties. The bank now can make prompt decisions when enabling a remote workforce, a powerful flexibility that Genesys provided.

Enabling a seamless omnichannel experience

Delivering an omnichannel experience to customers is a central priority of Affin Bank Berhad that the Genesys Engage solution meets. Not only did the bank require a partner with a state-of-the-art omnichannel solution, it needed one with substantive experience in the Asian market.

"We chose Genesys because what it could offer resonated with our vision towards the incorporation of omnichannel capability. Genesys offers an end-to-end omnichannel journey management, which is just the right fit for us," said Wan Razly.

Before moving to Genesys, Affin Bank Berhad was using three disparate systems. The migration to a single telephony platform has made it possible to create a unified interaction recording depository with multichannel search functions. And that has improved staff efficiency.

"By continuously improving our services across channels, we not only interact with our customers on their channel of choice but also deepen our relationship with them, resolve issues quickly, and provide proactive guidance and advice," he added.

"Since implementing Genesys, we managed to consistently meet our service levels. The volume of non-voice channels (live chat and social media interactions) have been showing an upward trend too."

Wan Razly Abdullah Wan Ali,
President and Group CEO, Affin Bank Berhad

“With Genesys Engage, we have been able to effectively integrate analytics into our campaigns – targeting the right segment, identifying the best day to sell specific products and the best time to deploy – all while optimising workforce management. Our telesales productivity has increased by 142% and YoY sales growth is up by 118%.”

Wan Razly Abdullah Wan Ali, President and Group CEO, Affin Bank Berhad

Optimising data-driven sales conversions

On the previous platform, staff would make sales calls to the customer repository that its database team provided – without a good understanding of customer needs. That led to low reach or conversion rates. The bank had limited data to perform analytics to identify and target relevant profiles for each unique product offering.

The Genesys solution gives Affin Bank Berhad a 360-degree view of the customer, collating real-time interaction data from all channels and departments. This enables the bank to effectively integrate analytics into its campaigns – targeting the right segment, identifying the best day to sell specific products and knowing the best time to deploy – all while optimising workforce management.

“With Genesys Engage, telesales productivity has increased by 142% and YoY sales growth is up by 118%,” said Wan Razly.

Leveraging the Genesys predictive dialling capability, Affin Bank Berhad has seen tremendous results from its campaigns, including a jump in sales conversions. A recent campaign with only five telemarketers achieved 12% sales growth from the previous year. The campaign recorded the largest contribution to the bank’s sales, bringing in a revenue of RM25.6 million.

“With this good foundation, our contact centre can tap into the Genesys technology to further move our bank from a place for transactions to a place for relationship building,” concluded Wan Razly. Together, Affin Bank Berhad and Genesys are taking omnichannel customer engagement to a whole new level, meeting customer expectations efficiently, effectively and smoothly.

Affin Bank Berhad is the financial holding company of Affin Islamic Bank Berhad, Affin Hwang Investment Bank Berhad, Affin Moneybrokers Sdn Bhd and AXA AFFIN Life Insurance Berhad, whereas AXA AFFIN General Insurance Berhad is an associate company of Affin Bank Berhad.

ABOUT GENESYS

Every year, Genesys® delivers more than 70 billion remarkable customer experiences for organisations in over 100 countries. Through the power of the cloud and AI, our technology connects every customer moment across marketing, sales and service on any channel, while also improving employee experiences. Genesys pioneered Experience as a Service™ so organisations of any size can provide true personalisation at scale, interact with empathy, and foster customer trust and loyalty. This is enabled by Genesys Cloud™, an all-in-one solution and the world’s leading public cloud contact centre platform, designed for rapid innovation, scalability and flexibility.

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RESULTS

142%
increase
in telesales productivity

118% rise
in year-over-year sales growth

12%
increase
in total sales contribution

40%
reduction
in average abandonment rate

RM3 million
in sales
average closed per month, compared to RM300,000 on the old system