

FASTER, BETTER
& Smarter

next-generation enterprise

Information Workspace



Customer

MayBank Bhd

Project

Customer Care Knowledge Portal



Business

The Maybank Group is the largest banking and financial group in Malaysia and has been leading the banking industry for over three and a half decades. Maybank has significant personal banking operations in South East Asia and is the second largest listed company on the Malaysia Stock Exchange, Bursa Malaysia.

Requirements

- Customer Care operations require Customer Service Executives (CSEs) to be able to answer quickly and accurately to questions that customers may ask. These questions might cover a broad range of areas, from product and services to procedure, promotions and escalation processes.
- This Information is usually contained in a large number of documents, stored in multiple systems, which makes the search for this critical information time consuming for the CSEs. Newly recruited CSEs take time to get familiar with the content and the various sources that it originates from.
- The broad business requirement of the system is to provide an efficient, secure and accurate way to allow for the information to flow from the employees who create the content (content contributors) to those who need the content – the CSEs.

Solution

- An information knowledge front-end that supports CSE to very quickly access accurate, properly approved and timely posted information that is relevant to the customer's queries. This front end application allows CSEs to resolve customer general and specific enquiries and complaints and gives the opportunity to conduct up-sell and cross-sell.
- It also provides the Customer Care operations with the tools and reports to measure the efficiency of the content, and to motivate and measure each CSE.
- An information knowledge repository that captures and stores accurate and properly approved content. This repository exploits the full value of the content by maximizing meta-tags (data about data) that describes the content stored.
- A world-class content management system that allows Maybank to contribute content to the repository while enforcing time-critical and disciplined contribution of content and maximizing meta-tags with strict adherence to established workflows and approving authority structure.

Result

- The overall reduction in infrastructure resource and the vastly improved usability of the application, the customer is able to significantly improve its level of service and business productivity.
- Helped reduce average call handling time and reduced training time.

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FASTER, BETTER & Smarter

The power to build Content Management System



Customer

Maybank Berhad

Project

Web Content Management System



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Business

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Requirements

- Maybank was looking to revamp their websites to be modern responsive web and Windows 8 (it's a text and tile based design rather than graphical navigation) design .
- The new design is a move with trend as there has been a lot of consumption happening on mobile platforms which is highly important for companies to have websites supported multiple screen resolutions and touch-friendly where information can be easily accessed on the phone or tablet.
- To employ a best-of-breed Web Content Management System (WCMS) as a framework that support the design and able to achieve the bank's business goals:
 - Streamline the content contribution and publishing for Maybank's websites.
 - Deliver targeted content to the members of the public and registered members.
 - Optimize Maybank's online marketing, search engine ranking and value out of its marketing strategy.
 - Deliver a more agile, more easily managed and more dynamic portal to extend the reach of Maybank's marketing presence on the web.

Solution & Technologies

- HP Autonomy Teamsite and LiveSite solution provide extensive capabilities that enable Maybank to create and maintain multiple websites.
- The solution coordinates human and automated activities to manage content throughout its life cycle, from development to distribution to *live, or production environments*.
- It also provides effective workflow, review and publish processes as Maybank requires that promotes work and operation efficiency.
- User can easily create new website and content templates in order to quickly respond to new business requirement.
- Make analytics actionable by putting data directly in front of content owners and reducing dependency on IT

Results

- The solution improves Maybank's agility to adapt business change where marketers can easily review analytics data on the business performance of their site, quickly create and run tests to determine the optimal site experience, and then deliver the most effective content, all within Interwoven TeamSite.