



AmBank Group

MEDIA RELEASE

14 December 2022

The Asian Banker recognizes AmBank's Digital Transformation of its customer experience

AmBank added another feather on its corporate cap when it was accorded with two recognitions at The Asian Banker 2022 awards. The Bank was named "Best Digital Account Opening/Onboarding Initiative" for AmAccess Biz's SME Digital Onboarding and "Best Productivity, Efficiency and Automation Initiative" for its Robotics Process Automation.


Aaron Loo, Managing Director, Retail Banking, AmBank said "In this digital first reality, we are committed to leverage on our innovative capabilities to pivot the bank towards becoming more customer-centric within the digital realm, especially in an era of rapid digital adoption by consumers and businesses. The AmAccess Biz SME Digital Onboarding is Malaysia's first fully end-to-end electronic Know-Your-Customer (eKYC) business current account opening for non-individuals. The value-added proposition provided allows SMEs to grow and seize new business opportunities amidst the movement restriction period last year. Over a 2-year period, our AmAccess Biz platform has reached over 25,000 customers."

Additionally, AmBank also won the "Best Productivity, Efficiency and Automation Initiative" award for Robotics Process Automation. Since

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2021, AmBank has embarked on a series of Robotic Process Automation, in line with Bank Negara Malaysia's guideline to ensure compliance and quality of data, by increasing accuracy and reducing human errors in the screening process.

Datuk Iswaraan Suppiah, Group Chief Operating Officer, AmBank Group added "We are honoured to win these two prestigious recognitions. In this era of digitalisation, we are seizing this opportunity to identify and adopt the right digital tools in order to reimagine our customer experience. We constantly run our due diligence to navigate through digital transformation challenges to meet and exceed consumer's expectations."

About AmBank Group

AmBank Group is a leading financial services group with over 40 years of expertise in supporting the economic development of Malaysia. We have over three million customers and employ over 9,000 people.

The Group was listed on the Main Market of Bursa Malaysia in 1988. It is the sixth-largest banking group by assets in Malaysia, with a market capitalisation of more than RM12 billion as at 31 March 2022.

AmBank Group serves over three million individual and corporate customers. It provides services in wholesale banking, retail banking, business banking, investment banking and related financial services which include Islamic banking, underwriting of general insurance, life insurance, family takaful, stock and share broking, futures broking, investment advisory and management services in assets, real estate investment trust and unit trusts.


For more information, please visit www.ambankgroup.com

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