



## MEDIA RELEASE

### **OCBC BANK IS THE FIRST INSTITUTION TO WIN THE BEST CONTACT CENTRE FOR THREE YEARS RUNNING FROM 2007-2009**

*OCBC Bank picks up a total of six awards in the Contact Centre Association of Singapore (CCAS)'s International Contact Centre Awards 2009*

Singapore, 16 September 2009 – Oversea-Chinese Banking Corporation Limited (“OCBC Bank”) is the first organisation to win the Best Contact Centre of the Year award for the over 100 seats category for three consecutive years.

In 2009, at the International Contact Centre Awards organised by the CCAS, OCBC Bank also won awards in the following five categories.

- Gold - Best Technology Solution Contact Centre of the Year
- Gold - Best Contact Centre of the Year for Customer Relationship Program
- Silver - Best Customer Service Professional of the Year (Nura Shereen Bte Nordin)
- Bronze - Best Contact Centre Champion of the Year (Masni Bte Nordin)
- Bronze - Best Contact Centre of the Year for Employee Retention Program

Mr David Conner, Chief Executive Officer of OCBC Bank, shared his thoughts on why the three-year wins are not mere coincidence but the result of OCBC Bank's ongoing efforts to ensure that its customers enjoy a deliberate and differentiated customer experience across the entire Bank's customer touchpoints.

“Over the past several years, we have invested heavily in product innovation and service improvements to differentiate ourselves in the eyes of our customers. As we strive to ensure that the customer experience at OCBC is an exceptional one, we place a strong emphasis on quality; endeavouring to deliver products with zero defects, on time, all the time.

At our Contact Centre, good service involves more than just answering the phone promptly. It's about providing the right answers as often as possible. That is why we approved a multi-million dollar customer information system to which our staff have easy access. I am glad that this investment in our Contact Centre is paying off, as recent customer surveys have indicated that those who bank with OCBC are happy with their experience with us. The fact that we have won the “Contact Centre of the Year” award for three

consecutive years is another indicator of the improvements in customer service we have worked to deliver at our Contact Centre,” said Mr Conner.

### **Achieving Excellence Through Technology**

Leveraging on technology, the Contact Centre harnesses the power of its infrastructure to bring customer experience to the next level.

Our Customer Information System tracks data historically hence enabling the Bank to build meaningful relationships with its customers. With this system, our Customer Service Executives are able to engage our customers immediately and at the same time, continue to build onto the Bank’s strong customer analytics system to provide consistent service delivery across various touchpoints.

To complement this, all staff also refer to a centralized robust Knowledge Management System that provides all the necessary information to handle enquiries. The Customer Service Executives (CSEs) are able to obtain up-to-date information at a click of a button and provide fast, consistent, accurate information to serve the needs of our customers.

Another piece of technology that differentiates OCBC Bank’s Contact Centre is a system that tracks service ratings real time. The Bank is the first financial institution to employ this customer satisfaction measurement system at the call centre agents’ desktops. Customers are picked randomly via this system to rate the service provided immediately after a service call is completed. This system has proven to be a useful tool for quality monitoring and improving customer experience as agents are able to adjust service levels based on immediate feedback from the customers they have just served.

### **Building and Engaging People Through Structured Training and Development Programme**

Ms Ann Khong, Head of Group Contact Centre of Global Consumer Financial Services, shared that emerging as this year’s winner was certainly not easy when pitted against other strong contenders in the Asia Pacific region like those in the Finance, IT, Telecommunications, Health, Manufacturing, Consulting, Travel/Transport, Government, Leisure and Logistics industries.

“We have inculcated a service culture and mindset of always striving to be accurate, efficient and prompt in our service delivery. This win demonstrates once again OCBC Bank’s commitment to provide excellent customer service to our customers, said Ms Khong.

Continuous communication of the Contact Centre’s vision, result and goals help keep staff engaged. All staff must go through a structured training program and several assessments before they are certified to go live on the line. They are then rewarded and recognized for their monthly performance through a balanced scorecard. The coaches also provide constructive

feedback and identify training needs through call monitoring aside from taking care of staff welfare.

OCBC Bank believes that in order for its staff to work effectively, there must be programs and initiatives to support career and skill development. Our Career Best Programme enables individuals to take responsibility for their own career development and personal growth paths. With this, they can aspire to progress internally or cross-functionally within the Bank.

At the Contact Centre, bi-annual face-to-face discussions are conducted to understand the individual's aspirations, competencies, and career plans in order to match talent and succession planning. The Bank also encourages work-life balance by having staff take part in various fun activities and events. These are organized by the staff themselves on a weekly basis and include evening walks and jogs as positive minds and bodies bring about efficiency and service excellence.

All these efforts certainly have not gone unnoticed and have won positive feedback from staff. In fact, the Contact Centre has emerged with one of the highest employee engagement score in the Bank's recent annual Employee Engagement survey.

### **Customer Experiences**

Lapses in service delivery are never taken lightly and CSEs do their best to win customers back with service recovery efforts. The customer information system helps staff engage customers better and tracks customers' complaints and feedback. Customers are updated on their feedback promptly. These cases are then reviewed by the management team weekly and monitored over a period of three months to ensure proper resolution. This is a unique practice at OCBC Bank's Contact Centre.

Contrary to usual belief, the Contact Centre is not just a source of product information or help. It is also a key touch point where customers experience service at its best or worst. The Contact Centre is structured to engage customers and delight them in their moments of need.

Customers appreciate the thoroughness of our effort and it is not uncommon for the Contact Centre to receive compliments or letters of appreciation. One such case was a customer who had difficulties taking up a loan facility and the Customer Service Executive went the extra mile to help the customer facilitate an instalment plan over a period of time. The customer was relieved, happy and felt cared for as the outcome was beyond her expectation.

Another customer who received exceptional service said: "I compliment the excellent service provided by the Contact Centre although my requests were not straightforward and involved much time and effort to resolve, the CSE was able to help me in a highly satisfactory manner."

“I greatly appreciate the effort and patience that the CSE had provided during this period. OCBC Bank is to be commended for having good staff in the Contact Centre team, he added.”

The CCAS Awards is the highest industry accolade for the contact centre industry in Singapore, and acknowledges the contribution of contact centres to the economy, while recognizing the best companies and individuals who strive to consistently set higher standards.

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## **About OCBC Bank**

OCBC Bank is Singapore's longest established local bank. It has assets of S\$183 billion and a network of more than 480 branches and representative offices in 15 countries and territories including Singapore, Malaysia, Indonesia, China, Hong Kong SAR, Brunei, Japan, Australia, UK and USA. This network includes more than 360 branches and offices in Indonesia operated by OCBC Bank's subsidiary, Bank OCBC NISP. OCBC Bank and its banking subsidiaries offer a wide range of specialist financial services, from consumer, corporate, investment, private and transaction banking to treasury and stock-broking services to meet the needs of its customers across communities.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the largest insurance group in Singapore and Malaysia, in terms of assets and market share, and its asset management subsidiary, Lion Global Investors is one of the largest asset management companies in Southeast Asia. Additional information may be found at [www.ocbc.com](http://www.ocbc.com).

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