

## **OCBC OPENS BUKIT DAMANSARA BRANCH, LAUNCHES NATIONWIDE BRANCH TRANSFORMATION INITIATIVE**

***All branches in Malaysia and Singapore being redesigned over  
the next twelve months to offer enhanced customer experience***

Kuala Lumpur, 20 July 2007 – OCBC Bank (Malaysia) Berhad today announced the opening of its 29<sup>th</sup> branch, at Bukit Damansara, in conjunction with the rollout of a Group-led regional branch transformation initiative aimed at offering customers enhanced levels of service, interaction and convenience.

The Bukit Damansara branch is the first in Malaysia to showcase the new-look, transformed, OCBC Bank, alongside the Ang Mo Kio Hub branch in Singapore.

Another twelve branches will be redesigned in the same manner by the end of 2007, before the entire exercise is completed by the middle of next year. A similar exercise is being carried out concurrently in Singapore.

Located at 19 Jalan Setiapuspa, Bukit Damansara, 50490 Kuala Lumpur, the new three-storey Bukit Damansara branch occupies a total of about 7,000 square feet in space and is open seven days a week: 9.30am to 4.00pm Monday through Friday, 10.00am to 1.00pm on Saturday and 10.30am to 1.00pm on Sunday.

Speaking at a media conference to mark the opening of the branch, OCBC Bank (Malaysia) Berhad's Director & CEO Dato' Albert Yeoh said the transformation exercise is the result of extensive research and ongoing customer surveys conducted by the Bank.

"This redesign of our branches is an important part of OCBC Bank's continuous transformation process and a reflection of our desire to serve our customers better and make their visits to the Bank as enriching as possible," he said.

Through the enhanced range of services and facilities housed in a more contemporary branch layout, OCBC customers can expect smoother service delivery for convenience and comfort, with streamlined processes that do not compromise on customer care or experience.

"Through on-going surveys, our customers have told us that they like the convenience that comes with our service innovations. So now, we are extending an open invitation to those who have never tried us before to come visit our branches, talk to us and discover a different experience. We are confident that once they try us, they would be pleasantly surprised by the way we engage with them," Dato' Yeoh added.

According to OCBC Bank's Head of Consumer Financial Services, Mr Charles Sik, the long-time proposition of 'Ask OCBC' and the new 'Talk-Enjoy-Reward-Learn' customer engagement concept showcased in the branch design, are aimed at making it easier for consumers to approach and start a conversation with the Bank.

“Through this branch transformation initiative – starting with Bukit Damansara – new digital platforms in the form of a large ‘Talking Q-Window’ greeting customers, user-friendly ‘Touchpoints’ and LCD displays, allow customers to interact freely with the Bank without having to join the main queue for conventional counter services.

“Customers trying out these new customer-interfaces can easily find out more about the Bank’s products and services, current promotions, customer rewards and even gain simple tips on money management,” he said.

At the main service counter, the use of ‘Teller Assisted Units’ or TAU, for counting notes makes over-the-counter cash transactions more efficient and transparent.

“As the cash is counted by TAU and not tellers, customers are able to receive ‘real-time’ indication of the total sum of cash in the transaction via a display screen, giving them greater peace of mind and increasing service efficiency,” Mr Sik added.

To ensure the Bank also has the right human capital to support the new service innovations, OCBC has been progressively training all branch staff on its ‘BEE’ service programs, an OCBC-unique program that advocates the ‘*Building of Emotional Engagement*’ with customers with a view to deliver a truly enriching experience for all who come into contact with the OCBC brand.

Other standard OCBC Bank offerings at the newly-opened Bukit Damansara branch include a self-service banking lobby known as *OCBC Fastlane*, a retail customer service area and teller services, a sizeable business banking centre to serve the needs of corporate, SME and community banking customers, and a premier banking centre for high net worth individuals.

The fully-automated *OCBC Fastlane* features cash and cheque deposit machines, alongside automated teller machines (ATMs). It provides 24-hour services, and is fully covered by CCTV and protected round-the-clock by security personnel, seven days a week.

According to OCBC Bank’s Head of Business Banking, Mr Jeffrey Chew, in addition to serving individuals, the Bukit Damansara operations would also meet the needs of the business banking community – both those in the surrounding areas as well as those who ply between KL and PJ regularly.

“Businesses are highly mobile these days and, with Bukit Damansara’s strategic position between KL and PJ, this branch is poised to unleash new levels of convenience for our customers, underpinning the convenience that is already available through our existing range of services and channels.

“It also represents another important hub for us to reach out from, notably to businesses around the Damansara, Bangsar, Mont Kiara, Sri Hartamas and Section 16 PJ areas,” he added.

Mr Yong Kee Teck has been appointed Head of Business Banking for the branch, while Ms Adeline Tang serves as its Head of Consumer Business. Ms Han Yee Mei is Centre Manager for the Premier Banking Centre. The Bukit Damansara branch is staffed by about 30 people.

## **About OCBC Bank**

Singapore's longest established local bank, OCBC Bank, currently has assets of S\$157 billion and a network of over 390 branches and representative offices in 15 countries and territories including Singapore, Malaysia, Indonesia, Vietnam, China, Hong Kong SAR, Brunei, Japan, Australia, UK and USA. This network includes more than 280 branches and offices in Indonesia operated by OCBC Bank's subsidiary, PT Bank NISP. OCBC Bank and its banking subsidiaries offer a wide range of specialist financial services, from consumer, corporate, investment, private and transaction banking to global treasury and stockbroking 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 Capital Management, 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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