



## News Room

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### **RHB launches Enhanced Customer Contact Centre implemented by HP**

**Kuala Lumpur, 10 April 2009:** The RHB Banking Group (RHB) today announced the delivery of a multi-million ringgit call centre systems by Hewlett-Packard (HP), which will see HP provide IT services and solutions to upgrade RHB's contact centre.

Under this contract, HP supports RHB to further enhance the contact centre delivery channel to support the Group's mission for increased channel efficiency and quality. The project includes a major upgrade of the contact centre to move into Internet Protocol (IP) technology and provide end-to-end integrated performance reporting. With the major move towards an IP contact centre, RHB's greatest benefit will be an increased focus on customer experience.

This move will allow RHB to expand its contact centre capabilities to support the entire banking group and accurately measuring the effectiveness and efficiency of its call centre. By capitalising on HP's call centre expertise and best practices, RHB expects the enhancements to further boost service deliveries in exceeding customer expectations and ultimately drive revenue growth.

"This new system is equipped with the latest features, thereby giving better support in managing the call traffic that has more than doubled. These enhancements and capabilities will also give RHB the versatility for future expansion to ensure that our high level of customer service is maintained," says Ho Sin Kheong, Head of Central Technology of the RHB Banking Group.

"HP is excited to have this opportunity to work in close partnership with RHB and support their IT initiatives. We are confident that HP has the technology, processes and people to help RHB make the most of their IT and allow them to concentrate on core competencies as they apply IT for a more competitive edge," said Kuan CK, HP Financial Services Industry Country Sales Director.

Issued on behalf of POS Malaysia Berhad and RHB Insurance Berhad by Group Corporate Communications Division, RHB Capital Berhad. For more information, please call Eza Dzul Karnain at 012-3420060 or Sandra Foo at 012-3188412.

#### **About HP**

HP, the world's largest technology company, simplifies the technology experience for consumers and businesses with a portfolio that spans printing, personal computing, software, services and IT infrastructure. More information about HP (NYSE: HPQ) is available at <http://www.hp.com/>. Note to editors: More news from HP, including links to RSS feeds, is available at [www.hp.com/hpinfo/newsroom/](http://www.hp.com/hpinfo/newsroom/).

#### **About the RHB Banking Group ([www.rhb.com.my](http://www.rhb.com.my))**

The RHB Banking Group is the fourth largest fully integrated financial services group in Malaysia. The Group's core businesses are streamlined into four Strategic Business Units (SBUs): Retail Banking, Corporate & Investment Banking, Islamic Banking and International Banking. These businesses are offered through its main subsidiaries – RHB Bank Berhad, RHB Investment Bank Berhad, RHB Insurance Berhad and RHB Islamic Bank Berhad, while its asset management and unit trust businesses are held under RHB Investment Management Berhad. RHB's International Banking Division include the commercial banking operations in Singapore, Thailand and Brunei. The Group also has a non-ringgit based offshore funding operations in Labuan. It is the RHB Banking Group's aspiration to deliver superior customer experience and shareholder value; and be recognised as one of the top financial services groups in ASEAN.

It's time we simplify banking.