

A red rectangular badge with the text "Customer Experience" in white, sans-serif font.

# Top 10 Malaysian companies to ace CX

---

The CX best practices of top companies that cater to Malaysia's culturally diverse and mobile-driven consumers.



Customer experience is a key differentiator, which ...remains a priority that will help us navigate the changing landscape more effectively.

Henry Tan Poh Hock, Group CEO, Astro





## Introduction

Malaysia, a country in South East Asia exhibits high cultural diversity and richness in flora and fauna. It poses to offer a unique combination of experiences to consumers. How does Malaysia fare in customer experience (CX)? Which Malaysian brands are ahead of the game in their CX offering?

Following our study of the Top 10 APAC companies to ace CX, we seek to understand how Malaysian companies are progressing in their journeys to deliver a great customer experience. Although CX is among the most discussed topics among global leaders, in Malaysia, CX strategy is not met with a high level of priority in companies. It is yet to feature as a regular board room discussion agenda in most organizations.

The digital era necessitates that every company has a strong digital presence or risk becoming irrelevant to consumers. At present, approximately 70% of all Malaysians are Gen X and Y. The 2019 ICT Use and Access by Individuals and Households Survey conducted by the Department of Statistics Malaysia recorded that 90.1% of Malaysian households have access to the Internet. 97.1% of Malaysians use the internet to access social networks while 97.9% of Malaysians have access to their mobile phones.<sup>1</sup>

Our study looked at understanding the top companies that are offering good CX to cater to Malaysia's highly culturally diverse and mobile-driven consumers. Additionally, we provide the CX best practices that these companies are undertaking with respect to their peers in the market.



<sup>1</sup> The 19 most visited cities around the world in 2019. Business Insider. <https://www.businessinsider.com/most-visited-cities-around-the-world-ranked-2019-9>



## Why this report?

The goal of this study is to identify the top 10 Malaysian companies offering outstanding CX. The objective is to celebrate the best in class in the country and present a learning list. The hope is that this learning list is a guide to others in their journey to excel in the delivery of great customer experiences. This study aims to help those who:

1

Want to embark on their CX transformation journeys

2

Have already started their CX journey and are looking for ways to improve

3

Who want to benchmark their practices against the industry's best

To qualify, companies had to be founded in Malaysia. We wanted this study to focus on local homegrown companies rather than global leaders. This will ensure its applicability and relevancy in the local context.





## Benchmarks

Delivering a holistic CX necessitates implementation excellence across four distinct dimensions, viz., Employee Experience, Digital Experience, Customer Service, and Brand Story. These four dimensions were further broken down into 16 sub-parameters. Using these 16 sub-parameters, the best companies in Malaysia were evaluated, and we were able to finalize the top 10.



### Employee experience

- Hiring & onboarding
- Role centrality
- Learning & development
- Compensation & benefit
- Culture
- Exit experience



### Digital experience

- Omnichannel
- Frictionless functioning
- Personalization
- Phygital
- Gamification
- Digital engagement score



### Customer service


- Net Promoter Score (NPS) OR
- Customer Satisfaction Index (CSAT) OR
- Customer Effort Score



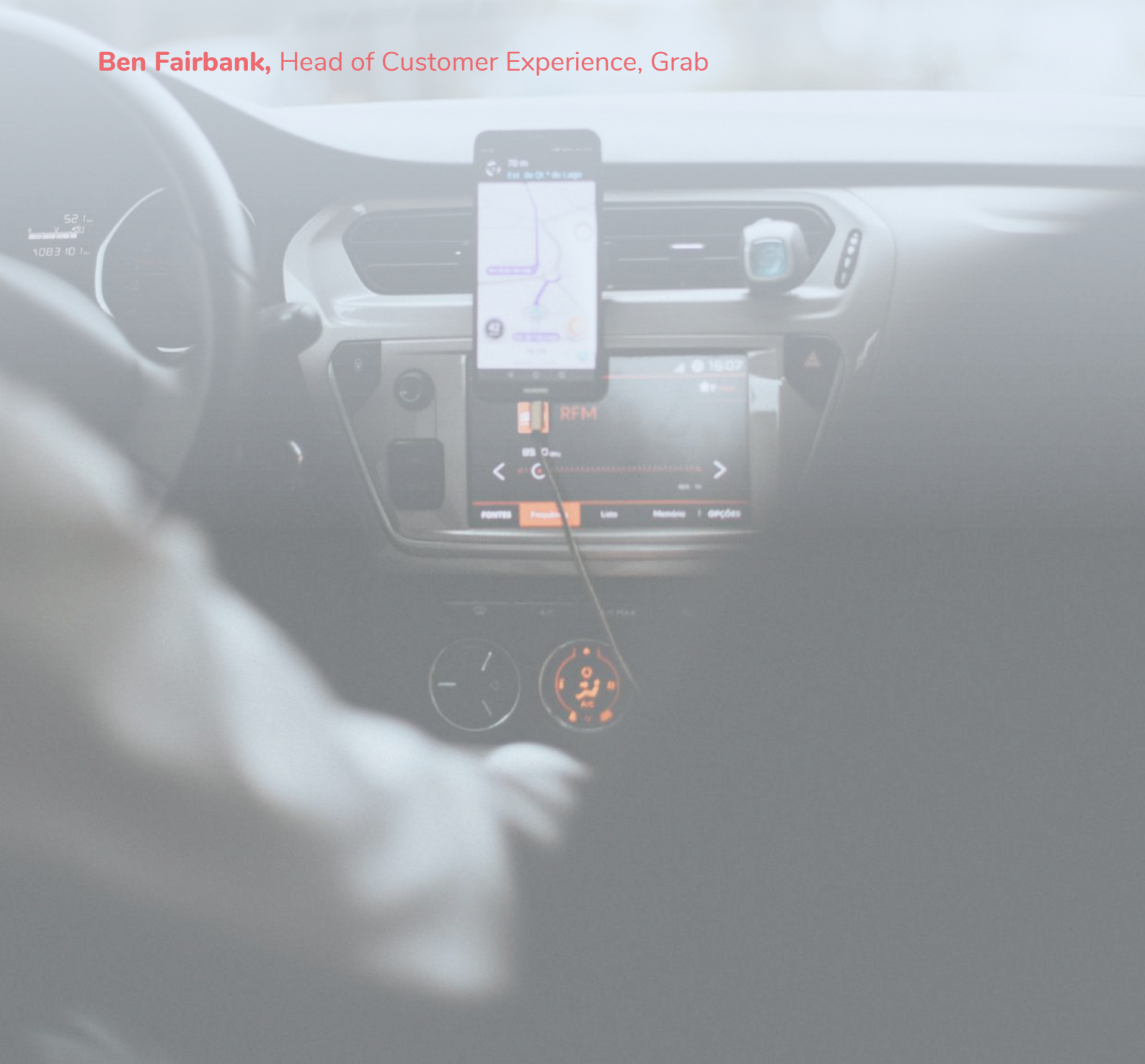
### Brand story

- Brand story
- Global delivery
- Degree of innovation



The secret to CX is to make sure you are listening, processing and aligning the internal objectives with the external impression and impact. 

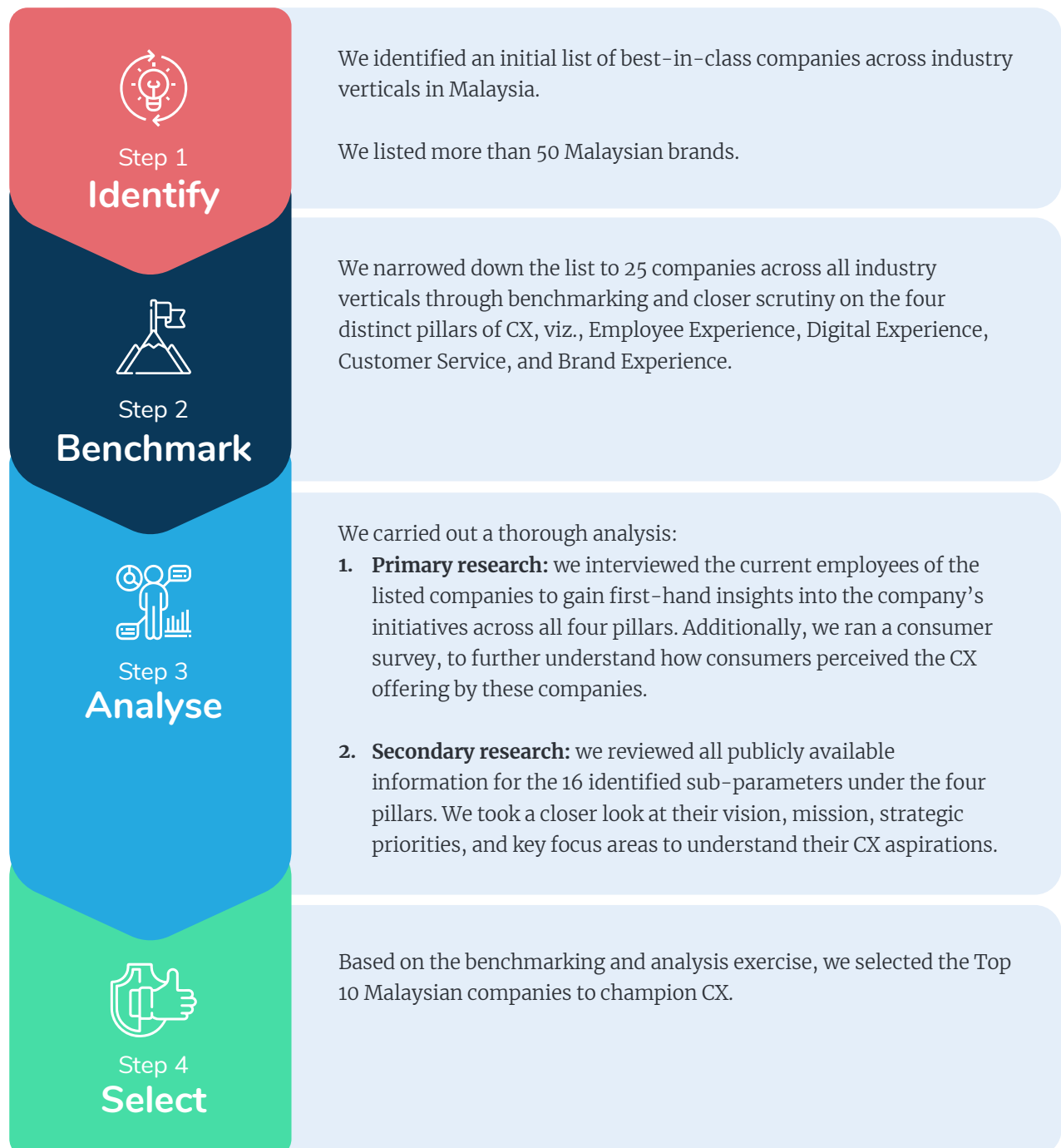
**Ben Fairbank**, Head of Customer Experience, Grab





## Methodology

The figure below captures the methodology we used to arrive at our Top 10 list. Similar to our Top 10 APAC companies to ace CX report, our methodology follows the 4-step approach.



“

The customer is at the heart of everything we do, and we aim to delight our customers in their banking journey with us. ”

**Samir Gupta**, Consumer Banking Group CEO, CIMB

# Top 10 Malaysian companies to ace CX

Companies on this list are not ranked and are instead arranged in alphabetical order. This list of companies represents various industry verticals. While some of them have a similar emphasis on their CX aspirations under the defined pillars, we have learned that their best practices are unique to the nature of their respective businesses.

- 1 Astro
- 2 CIMB Bank
- 3 Grab
- 4 Maxis
- 5 Maybank
- 6 myBurgerLab
- 7 PETRONAS Dagangan
- 8 Resorts World Genting
- 9 Shangri-La Hotels (Malaysia)
- 10 Yoodo

## Company

## CX transformation

### Astro

Founded in 1996 as a satellite television provider, Astro has since been the go-to source of entertainment for many Malaysians. With a 75% household penetration, Astro has also expanded into online streaming and has garnered 2.6 million users for their streaming services. Astro subscribers enjoy a myriad of international shows and programs.

Astro forms strategic partnerships with leading video streaming apps such as China's iQIYI and HBO Go. These initiatives have made Astro the first in Malaysia to provide a wide selection of on-the-go content for its customers.

### CIMB Bank

CIMB is the 2nd largest banking group by assets in Malaysia and has 15 million customers. Despite a challenging macroeconomic environment, the bank has delivered a strong year on year growth in its operating income. The obsession with Customer Experience has taken center stage in its five-year Forward23 growth initiative with NPS as a key headline target.

To strengthen its customer centricity, the bank has set up the Transforming Customer Journeys (TCJ) department to focus on high priority customer journeys. The objective is to take a fresh approach to design the end-to-end journey for customers with an agile design and delivery ecosystem. Employees are trained to delight their customers by creating a culture of identifying key improvement areas in addressing customers' feedback.

### Grab

Grab has cemented itself as South East Asia's everyday app with 187 million users across 8 countries. Over the years, Grab created a 'Super-app' – an ecosystem consisting of various digital services. From e-hailing, the startup has expanded its offerings into e-payments, insurance, food delivery, grocery delivery, and various other services.

Digital experience is embedded in the product design of the app – completing activities on the app is simple, intuitive, and convenient.

## Company

## CX transformation

### Maxis

True to their philosophy of providing Unmatched Personalized Experience (UPE), Maxis aims to provide a variety of products and services which allow flexibility and customization for a personalized customer experience. This resulted in Maxis' service management Net Promoter Score (NPS) rise from +47 in 2018 to +60 in 2019.

The launch of Maxis concept stores has contributed to its overall CX success. The concept store utilizes RFID technology which allows customers to interact freely with the latest devices. The design of the concept store itself mimics a café rather than the typical tech store, allowing customers to seamlessly integrate technology into their daily lifestyles.

### Maybank

Malaysia's largest bank positions itself to be more than just a bank. Maybanks' online transaction via Maybank2u grew 48% from 5.86 billion (2018) to 8.68 billion (2019). The bank achieves this milestone by humanizing banking with its products for customers.

The Bank has introduced MAE into its Maybank2u app creating an all-encompassing platform that provides personal financial assistance to users. The fresh new interface allows users to track their spending and save money, all in the same app. Additionally, they have managed to integrate and simplify the process of opening a bank account without having to go to a physical branch.

### myBurgerLab

myBurgerLab changed the landscape of F&B with its innovative offerings. The restaurant focuses on creating efficiency and building customer loyalty along the way. Customers can skip queues and save time during peak lunch and dinner hours by ordering early on the myBurgerLab+ app, which allows customers to browse their menus and pre-order for pickup and delivery.

Additionally, to nurture long-lasting customers, the company offers unconventional subscription plans and e-vouchers that build value over time. These unique twists on common offerings engage customers and create interest in customers and establish loyalty.

Company

CX transformation

**PETRONAS  
Dagangan**

PETRONAS is the first oil and gas company in Malaysia to introduce contactless refueling for its customers. The company achieves this through its app called Setel.

Setel creates an on-the-go refuel and retail experience for customers. At present, there are more than half a million Setel users nationwide, the first mobile application that creates seamless on-the-go refuel and retail experience for customers. It is also recognised as Malaysia's top 5 application.

**Resorts World  
Genting**

Resorts World Genting brings world-class entertainment to visitors through their exclusive partnerships with renowned international brand partners. This has allowed the company to have an average occupancy rate of 95% in 2019 with 28.7 million visitors, an 11% increase from 2018.

With international partners ranging from Premium Outlet, Universal Studios, and Zouk, Genting provides its visitors a chance to have an international experience all atop the cool, breezy mountains of the Genting Highlands. Genting has provided a unique value proposition, developing the cool highlands of Malaysia into a premier entertainment metropolis.

**Shangri-La  
Hotels  
(Malaysia)**

Shangri-La ensures their employees are adequately trained to deliver the best CX which has allowed them to achieve an impressive 84% positive review on various hotel review sites, putting them on Tripadvisor Travellers' Choice 2020.

Shangri-La empowers their employees through delegation of authority to ensure every aspect of the customer's needs is met. Management is made responsible for fostering the growth and confidence of its employees to build a more self-managing workforce. To further empower and develop their employees, Shangri-La launched their own Shangri-La academy online and one in Beijing. The courses focus on creating the perfect visit for customers and prioritize the well-being of the employees with a focus on anxiety management and mindfulness.

## Company

## CX transformation

### Yodo

A new player in the mobile telecoms industry, Yodo has been making waves among the younger generation. Yodo is the first completely digital telecoms provider in Malaysia.

Yodo allows users to customize their phone plan all from their app. Users can personalize their phone plan to over 1,000 possible combinations. The platform is entirely digital and customers can easily port their existing numbers and receive a SIM card within 2 hours.





### 3 CEO Takeaways

The study of the Top 10 Malaysian companies to ace CX has provided some very valuable lessons for the industry. The best practices amongst these 10 companies can be summarized into three key takeaways.

#### Mobile-first, personalized, and humanized digital experience

The landscape for CX has changed over the years with the rise of digitalization and social media becoming a daily part of the average consumer. Malaysians on average spend almost 6 hours a day on social media, with 1 in 6 Malaysians spending 9 hours a day.<sup>2</sup> Companies need to transform with a sense of urgency to go “phygital”, where companies combine the online and offline presence. They need to develop a human-centered digital experience and utilize digital tools to deliver personalized experiences.

#### Improve customer engagement to increase loyalty

Measuring and improving customer engagement rates is an avenue for companies to help improve attach rates and per capita consumption of their services. This is possible through a review of customer journeys and the focus on the ability to deliver outcomes rather than just the sale of products or services. A crucial step forward in this endeavor is the need to remove the organization silos and develop a holistic view of the customer. As of 2019, only 9% of Malaysian consumers reported being brand loyalists, slightly ahead of the global average of 8%<sup>3</sup> highlighting the need and importance of this innovation opportunity.


#### Growing emphasis on Employee Experience

The delivery of great CX is highly intertwined with the company’s ability to provide a good employee experience. Almost all of the leading companies have placed tremendous emphasis on investing in a great employee experience. Great companies empower teams, augment their capabilities with the right technology, and invest significantly in learning and development. They are transforming employee journeys from the first interview, to onboarding and till their eventual exit from the company.

<sup>2</sup> Kim Ho, 2019, Malaysians spend almost a quarter of their day on social media.  
<https://my.yougov.com/en-my/news/2019/04/30/malaysians-spend-almost-quarter-their-day-social-m/#:~:text=Malaysians%20social%20media%20users%20spend,for%20less%20than%20an%20hour>

<sup>3</sup> Staff Writer, 2019, Loyalty scare among Malaysians as many consider trying new brands, finds study.  
<https://www.marketing-interactive.com/loyalty-scarce-among-malaysians-as-many-consider-more-brand-options-finds-study>



Before we embark on a project and commit time, money and manpower, we will always ask ourselves: how will this improve our customer's experience and by how much? If it will not bring incremental difference, then there is no point investing in it. 

**John Chong**, Group CEO of Community Financial Services, Maybank





Insights **that find you**

### How we think

Our aim is to produce exponential impact for every business and career through the power of research. We understand the industry to know that the way research is produced, personalized and consumed needs to change. We are the catalysts to bring a fresh and new perspective to you.

### How can we help?

[reachus@twimbit.com](mailto:reachus@twimbit.com)

### The twimbit experience:



Subscriptions



Communities



Advisory



The **W**orld Is **M**oved **B**y Ideas and **T**echnology

Copyright 2020.  
All rights reserved.

[www.twimbit.com](http://www.twimbit.com)