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Twimbit CX Banking App Benchmarks 2023 Malaysia



Twimbit CX Banking App Benchmarks 2023 - Malaysia

Disclaimer

The information in this report is provided on an as-is basis. This document is produced by Twimbit per date of research and writing (June-September 2023) and is subject to change. It has been prepared solely for information purposes over a limited period to provide a perspective on the market. All the data is derived and estimated by Twimbit analysts via primary interviews and publicly available information. Projected information, analyses and conclusions contained in this report should not be construed to guarantee future performance or results.

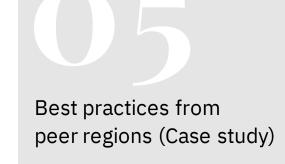


Growth opportunities for App-based banking in Malaysia





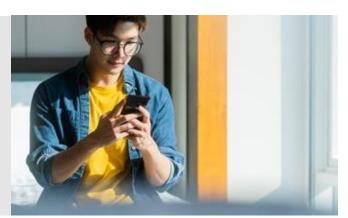
Analyst recommendations

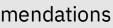


Twimbit App CX framework



Twimbit Digital App Experience Score (TDEX) of Malaysia's top 8 banks













Growth opportunities for App-based banking in Malaysia Twimbit CX Banking App Benchmarks 2023





Malaysia has over **29 Mn** smart phone users

Over 30 Mn internet users in Malaysia

The average time a user spends on the internet is **8.1 hours** per day

In 2022, Malaysian users downloaded over **1.25 Bn** apps

Malaysia to achieve a digital economy valued at **USD 70 Bn** by 2030

Source: Statista, Datareportal, Bank Negara Malaysia, twimbit analysis,

Over **15 Mn** digital payment users

1.7 Bn E-wallet transactions done in 2022

Over 1.7 Bn mobile banking transactions

Malaysia is the world's **5th** fastest growing real-time payments market, with **1.4 Bn** real-time payment transactions in 2022

Transaction value in the neobanking market to reach **USD 18 Bn** in 2023



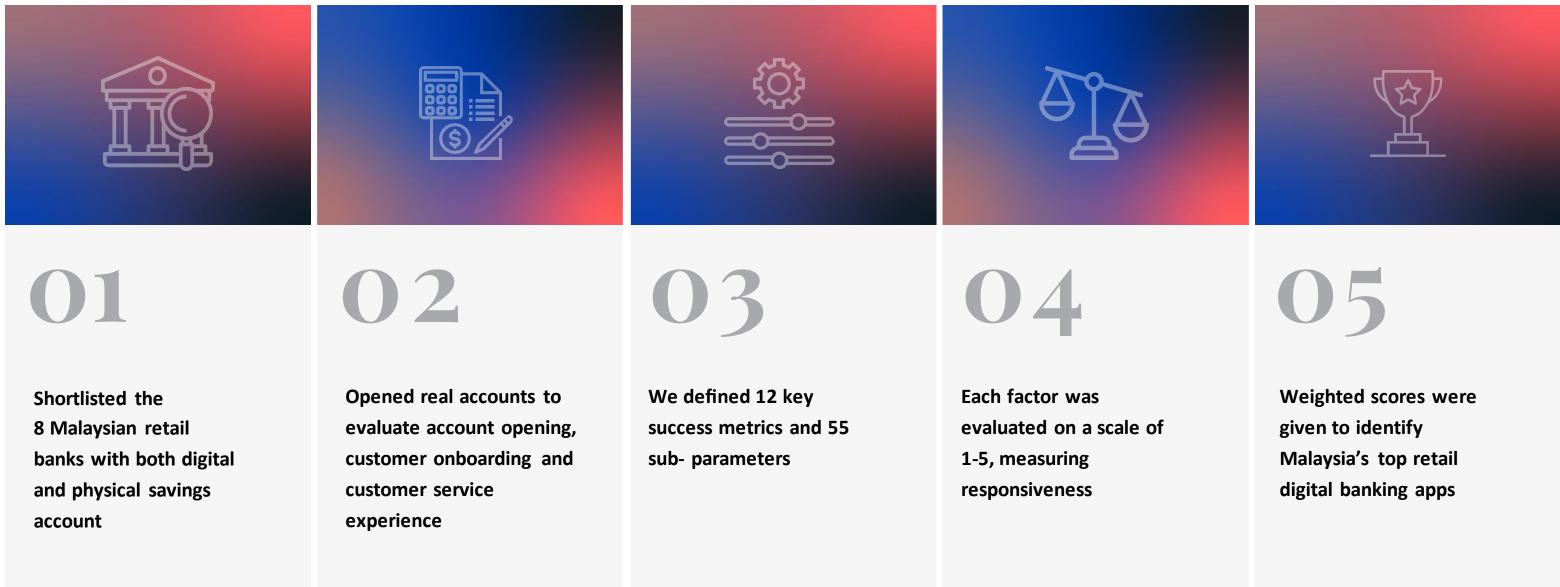




Twimbit App CX framework



Twimbit CX research methodology



Limitation and challenges: Twimbit's primary objective is to recognize the leading retail digital banking apps. However, our team of analysts has observed that only limited banks in Malaysia provide end-to-end digital account opening processes. In light of this, our approach is to prioritise banks offering digital account opening procedures, while also considering a select number of major banks that still rely solely on physical processes.



Twimbit 3Es framework assesses the performance of a digital business by evaluating its efficiency, engagement, and ecosystem.

What is the outcome? How is the performance?

Twimbit 3Es score

Twimbit 3Es score

Measured on the process to regiester, purchase or get help

Banking

- Mobile appexperience
- Customer onboarding
- Customerservice

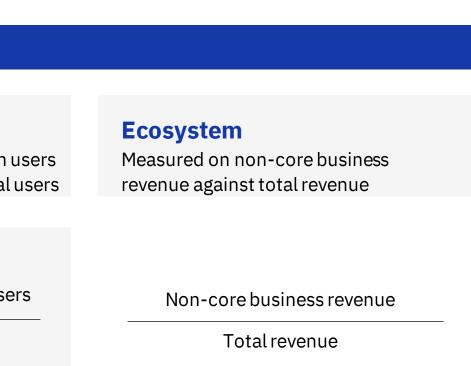
Engagement

Measured as monthly transaction users (depending on industry) over total users

Digital

Total online transaction/active users

Total registered / potential users







09

App orchestrates embedded experiences

Continuously optimizing the app experience can enhance user engagement, strengthen customer relationships, and ultimately boost revenue

Measure the success of efforts to boost efficiencies in account opening, purchasing products via digital channels, performing transactions, interacting with the bank digitally, and closing





The Digital Experience (TDEX) score of Malaysia's top 8 banks



Twimbit CX Banking App Benchmarks 2023

Top 8 banks to ace digital app experience in Malaysia

TDEX score		Score 1-5
01	CIMB BANK	3.89
02		3.38
03	Hong Leong Bank	3.25
04	rize	3.22
05	Maybank	3.15
06	OP AmBank	3.13
07	BANK (SLAM	3.07
08	BANK	3.06



Twimbit TDEX score

Adiagnostic framework to evaluate the digital experience of a company

Mobile app experience

- Mobile application availability and capabilities
- App activation convenience
- App security and privacy

Customer onboarding experience

- Discoveryjourney
- Clarity of products or services
- Ease of account opening
- Activation convenience
- Debit card application

Customer service experience

- Customer support channels
- Time taken to response to query
- Self-service potential: FAQs
- Self-service potential: IVR

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How digital banking apps are performing?

Mobile app experience	CIMB	Alliance	Hong Leong	Rize	Maybank	Ambank	BeU	Bank Islam
Mobile application availability and capabilities	4.17	3.89	4.17	4.17	5.00	5.00	4.17	4.44
App activation convenience	3.33	2.33	2.00	2.67	2.67	2.67	3.00	2.67
App security and privacy	4.17	3.33	2.08	5.00	2.08	3.33	4.17	3.33
Customer onboarding experience	CIMB	Alliance	Hong Leong	Rize	Maybank	Ambank	BeU	Bank Islam
Discoveryjourney	3.91	3.91	3.13	3.75	3.13	3.59	3.28	3.59
Clarity of products or services	3.65	3.28	4.40	3.00	5.00	4.67	2.83	2.78
Ease of account opening	3.88	3.58	1.17	3.12	0.94	3.73	3.42	1.02
Activation convenience	3.50	2.50	1.50	3.00	1.75	2.00	2.50	1.75
Debit card application	4.25	3.56	4.75	4.00	4.44	3.06	3.06	4.75
Customer service experience	СІМВ	Alliance	Hong Leong	Rize	Maybank	Ambank	BeU	Bank Islam
Customer support channels	3.50	4.00	5.00	3.00	4.00	3.00	3.00	3.50
Time taken to response to query	3.45	2.50	3.20	2.20	0.85	1.25	2.20	3.25

2.70

5.00

4.58

3.00

2.28

2.50

2.91

5.00

4.38

4.50

Self-service potential: FAQs

Self-service potential: IVR

Ambank	BeU	Bank Islam
3.00	3.00	3.50
1.25	2.20	3.25
2.29	2.70	2.29
3.00	2.50	3.50





Mobile app experience

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Mobile application availability and capabilities

Mobile app experience	CIMB	Alliance	Hong Leong	Rize	Maybank
Mobile application availability and capabilities	4.17	3.89	4.17	4.17	5.00

Area of improvement

Evaluating criteria	CIMB	Alliance	Hong Leong	Rize	Maybank	Ambank	BeU	Bank Islam
Availability of App	A separate app from the bank's mobile banking app	\checkmark	A separate app from the bank's mobile banking app	A separate app from the bank's mobile banking app	\checkmark	\checkmark	A separate neobank app from traditional bank app	\checkmark
Ease of locating app on Play store/App store	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark
App loading time	\checkmark	Slow	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	Moderate

Ambank	BeU	Bank Islam
5.00	4.17	4.44

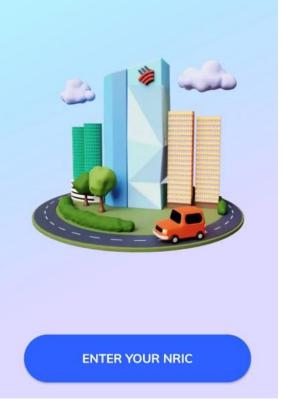


Learning for CIMB and Hong Leong Bank from Alliance Bank



Hong Leong Bank

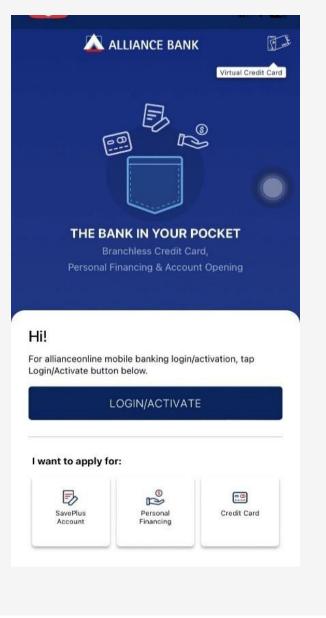
Welcome to Apply @ 🗯 HLB



Example: Alliance Bank

All-in-one app: Both for account registration and mobile banking

Both CIMB and Hong Leong Bank require customers to download an additional app to register for a bank account (CIMB Apply & Apply@HLB app)





App activation convenience

Mobile app experience	CIMB	Alliance	Hong Leong	Rize	Maybank
App activation convenience	3.33	2.33	2.00	2.67	2.67

Area of improvement

Evaluating criteria	CIMB	Alliance	Hong Leong	Rize	Maybank	Ambank	BeU	Bank Islam
Efficiency of banking app activation (first screen CTA menu)	No language selection, unable to apply for other services	No information about account before registration, no language selection	No information about account before registration, no language selection, unable to apply for other services	No language change option, unable to apply for other services	No language selection, unable to apply for other services, no permissions	No information about account before registration, no language selection, unable to apply for other services	No information about account before registration, no language selection, unable to apply for other services	No information about account before registration, no language selection, unable to apply for other services
Numbers of steps taken to register/sign up on App	<6 steps	<8 steps	<8 steps	>8 steps	<6 steps	<6 steps	<6 steps	\checkmark
Time taken to register/sign up on App	\checkmark	<1 hour	<1 hour	<5 mins	<1 hour	<1 hour	\checkmark	<1 hour

Ambank	BeU	Bank Islam
2.67	3.00	2.67

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Learning for Bank Islam from CIMB

Bank Islam

Select Account Type Select State* Select State* Select State Select Bank Islam branch near you* Select Bank Islam branch near you* Select Bank Islam branch near you* Select Bank Select Bank Select Bank Select Bank Islam branch near you* Select Bank Islam branch near you* <th>sa</th>	sa
Select State Select Bank Islam branch near you* Select Bank Islam branch near you* Select Bank Islam branch near you* Select Bank Select Bank Tou are advised to read the following information on the product before you agree to apply for the product selected. Tou are advised to read the following information on the product before you agree to apply for the product selected. Terms and Conditions	an
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Level up your trans	its
and friends to earn	
Eack Continue Back Continue Continue Back Continue • Instant Rewards Redeem your instan OctoPoints with your Continue of the second sec	ant e-
Goodbye Annual Fess waived Eligibility	
Individuals aged 1	
Malaysian citizen Ioint, minor trust	

Only provides the different types of Investment and Deposit Accounts. There are no elaborations for each account type

OctoSavers Account-i

allowed

Example: CIMB

a clear description of features, benefits, eligibility, and profit rates before account opening



-Vouchers using IMB Clicks app.

use we care.

ears and above

MyKad only

minor account not

· Each customer can only apply for one (1)

Protected by PIDM up to RM250,000 for

Apply Now

Requirements

MyKad

- Minimum initial deposit of RM20 via FPX transfer from your other bank account
- CIMB Clicks registration

Profit Rates

3

Profit is calculated daily and credited monthly. Based on Shariah concept of Tawarruq.

- First RM3,000 (0.00% profit rates p.a)
- Thereafter RM3,000 (0.30% profit rates p.a)

Fees & Charges

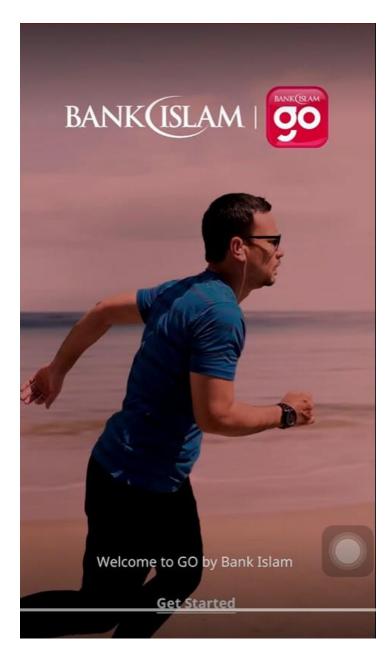
OctoSavers Account-i, click here

Apply Now



Learning for Bank Islam from Hong Leong Bank

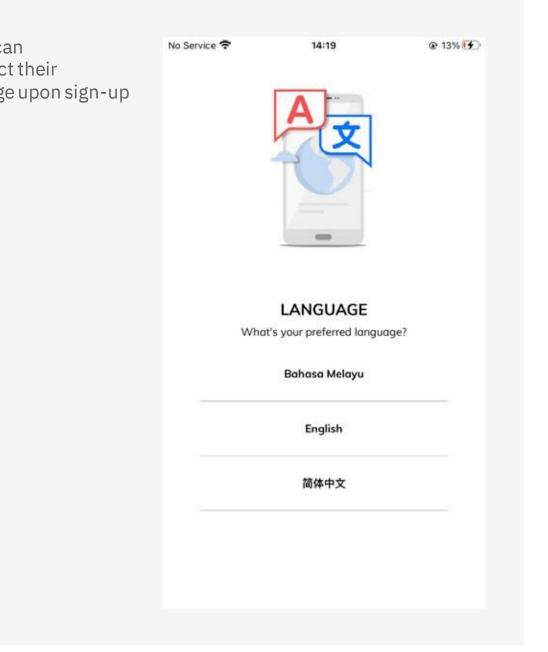
Bank Islam



On the first screen after opening the app, there is only a CTA to sign up/sign-in (this step is unclear here), can only select a language after signing up.

Example: Hong Leong Bank

First-time users can immediately select their preferred language upon sign-up





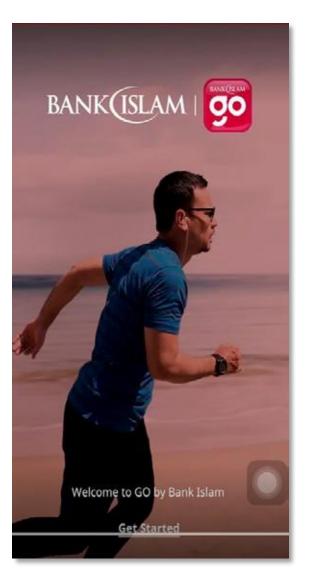
Learning for CIMB and Bank Islam from Alliance Bank

CIMB



New CIMB users can only apply for its OctoSavers account on the CIMB Apply app

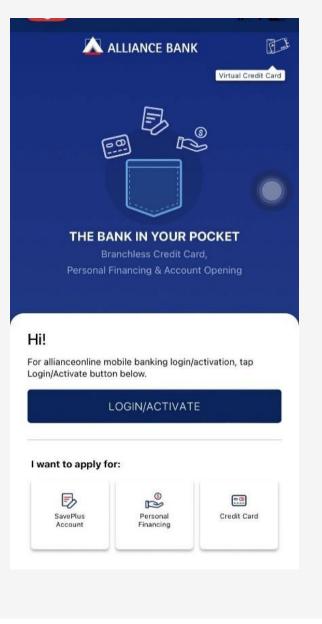
Bank Islam



Users can directly apply for a Bank Islam account on the app.

Example: Alliance Bank

Users can also apply for personal financing and credit card services within the same app





App security and privacy

Mobile app experience	CIMB	Alliance	Hong Leong	Rize	Maybank
App security and privacy	4.17	3.33	2.08	5.00	2.08

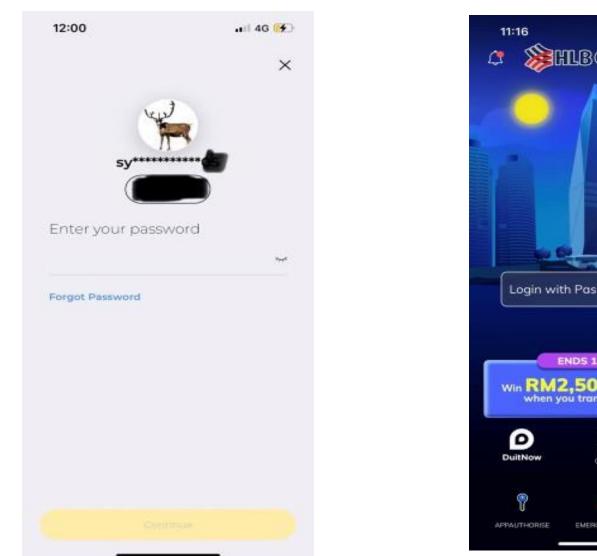
Area of improvement

Evaluating criteria	CIMB	Alliance	Hong Leong	Rize	Maybank	Ambank	BeU	Bank Islam
Type of authentication asked during the journey	PIN-based sign up not available	OTP and PIN-based sign up not available	OTP and PIN-based sign up not available	\checkmark	OTP and PIN-based sign up not available	OTP and PIN-based sign up not available	OTP based sign up not available	OTP and PIN-based sign up not available
Ease of authentication	\checkmark	\checkmark	After the account opening process	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark

Ambank	BeU	Bank Islam
3.33	4.17	3.33



Learning for Maybank and Hong Leong Bank from BeU



Maybank

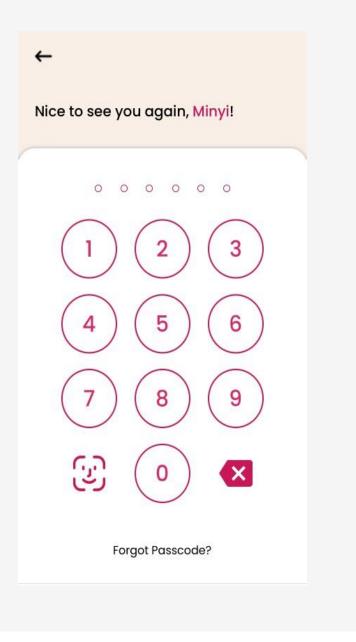
Hong Leong Bank

4 SHIBCONNECT Login with Password ENDS 13 OCT 2023 Win RM2,500 Cashback when you transfer fund overseas 85 82 RECEIVE OR PAYMENT \odot MORE EMERGENCY LOCK

Example: BeU

Log into Beu via a 6-PIN code

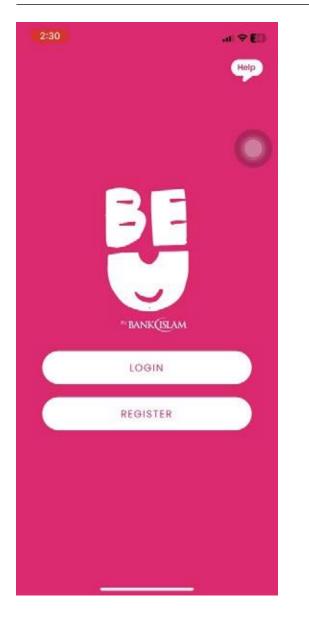
Log into Maybank and HLB via password or biometric verification





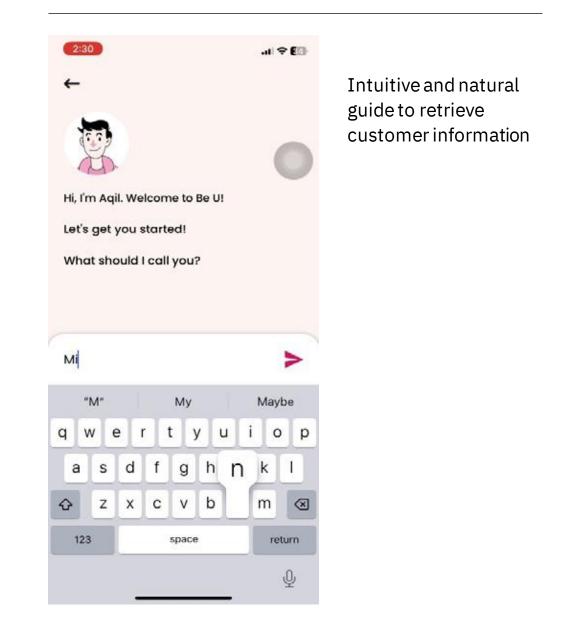
Bank to ace "Mobile app experience" - BeU

#1 Start Page/ Opening screen

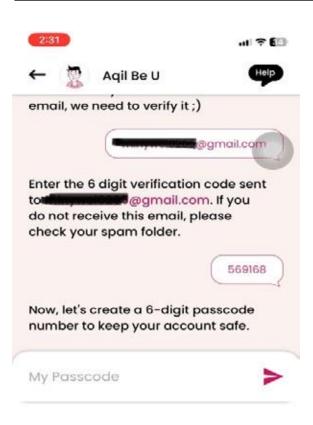


Minimalistic and easy-to-digest interface makes logging in or signing up a seamless process

#2 Getting started



#3 Set MPIN



Setting up app passcode during the account opening process

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Customer onboarding experience

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Discovery journey

Customer onboarding experience	СІМВ	Alliance	Hong Leong	Rize	Maybank
Discovery journey	3.91	3.91	3.13	3.75	3.13

Area of improvement

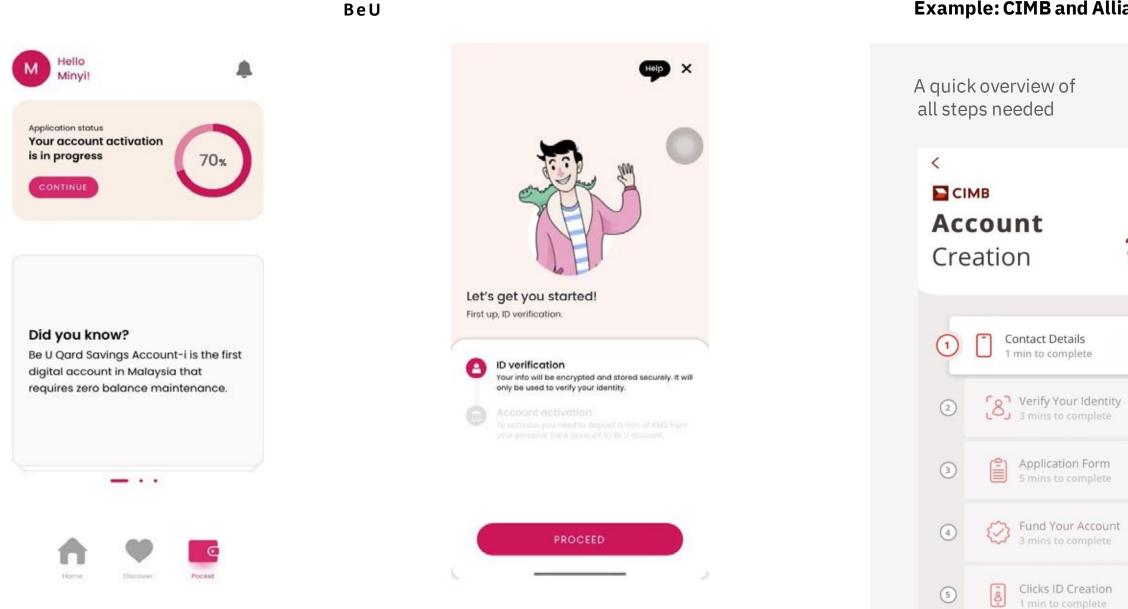
Evaluating criteria	СІМВ	Alliance	Hong Leong	Rize	Maybank
Ease of browsing information (web)	Inconsistent color palette, typography and visual style	Clean but oversize white space , inconsistent color palette	No navigation guide	No navigation guide	No navigation guide
Ease of browsing information (mobile app)	\checkmark	Minimal or no visual cues/images	Not available on the app	\checkmark	Not available on the app

Ambank	BeU	Bank Islam
3.59	3.28	3.59

Amban	ık	BeU	Bank Islam
No navig guide, inconsist visual st	tent	No navigation guide, website with oversize white space	No navigation guide
Not avai on the a		No navigation guide on app	Not available on the app



Learning for BeU from CIMB and Alliance



Progress bar available, however does not illustrate a clear overview of the whole journey

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Example: CIMB and Alliance

An indication of where users are at (Step 1 of 6) ? SavePlus STEP 1 of 6 Verify Identity Next: Enter Personal Details Your personal data and account security is important to us. Follow these two steps to protect your account. Please have your MyKad on hand. Step 1 Record a selfie video which may > take up to 30 seconds. > Please ensure: Take off your face mask Stand in a place with good lighting · Properly dressed > > Scan your MyKad > > Your information is protected and will only be used for your interaction with the Bank. Clicks ID Creation > 1 min to complete

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Clarity of products or services

Customer onboarding experience	СІМВ	Alliance	Hong Leong	Rize	Maybank
Clarity of products or services	3.65	3.28	4.40	3.00	5.00

Area of improvement

Evaluating criteria	CIMB	Alliance	Hong Leong	Rize	Maybank
Information about saving account (steps, document requirement, min. balance, discount and offer, fees and charges)	No information about discounts and offers	No information about discounts and offers, min. balance, fees and charges)	No information about steps, discounts and offers	\checkmark	\checkmark
Information about other banking products (description, CTA to apply)	No information about other banking products	No information about other banking products	\checkmark	No product comparison (only one product available)	\checkmark
Product comparison and clarity (website)	Not able to customize comparison, description only highlight key features	Not able to customize comparison, description only highlight key features	Not able to customize comparison	No product comparison (only one product available)	\checkmark
Time spent on understanding the products	3 – 4 minutes	3 – 4 minutes	\checkmark	\checkmark	\checkmark

Ambank	BeU	Bank Islam
4.67	2.83	2.63

Ambank	BeU	Bank Islam
No information about steps	No information about steps, discounts and offers	No information about discounts and offers, eligibility, fee and charges
\checkmark	\checkmark	No information about other banking products
Not able to customize comparison	No product comparison (only one product available)	Not able to customize comparison, description only highlight key features
\checkmark	\checkmark	5 minutes



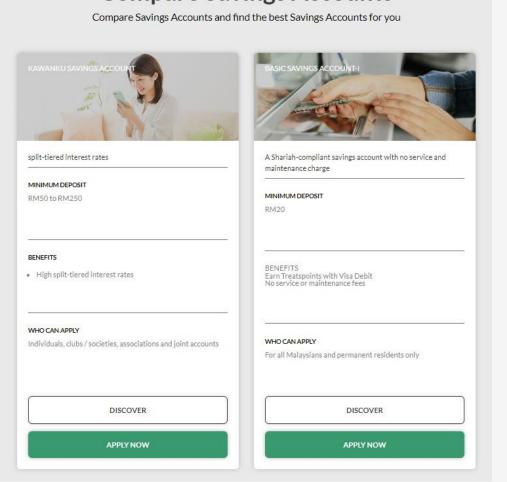
Learning for CIMB from Maybank

CIMB



Key features are highlighted for easy visibility. However, users are unable to customise the products they want to compare.

Example: Maybank





Users can choose products they want to compare; with detailed description of each product

Compare Savings Accounts



Ease of account opening

Customer onboarding experience	СІМВ	Alliance	Hong Leong	Rize	Maybank
Ease of account opening	3.88	3.58	1.17	3.12	0.94

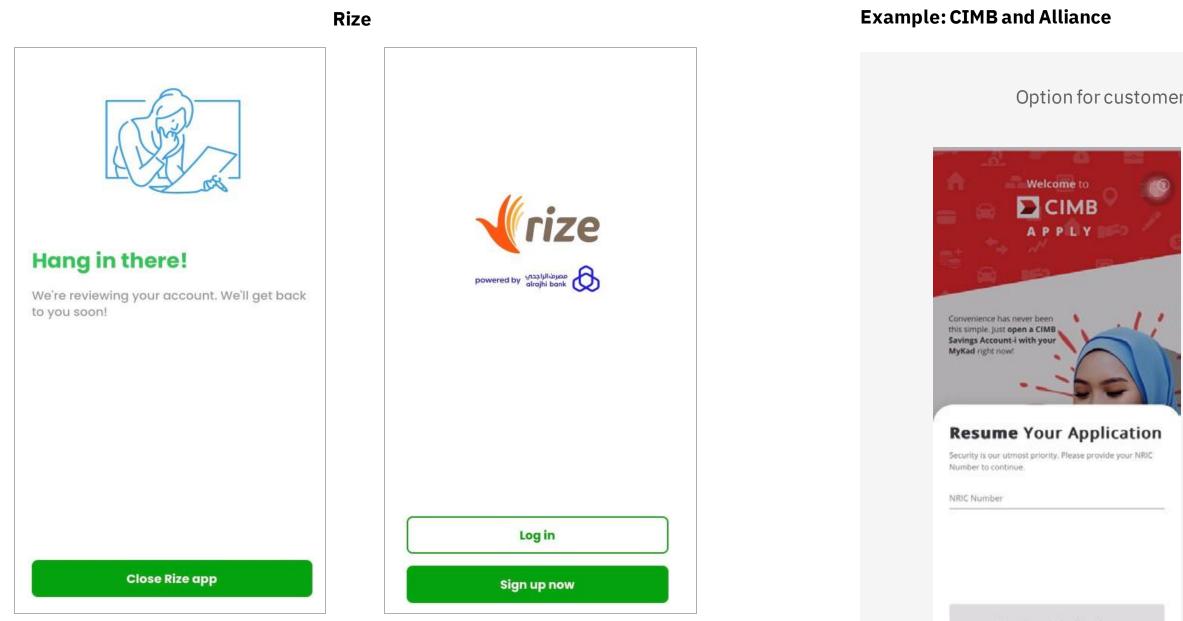
Area of improvement

Evaluating criteria	CIMB	Alliance	Hong Leong	Rize	Maybank	Ambank	BeU	Bank Islam
Document requirement	IC + personal + professional details	IC + personal + professional details + extra step by bank	IC + personal + professional details + extra step by bank	IC + personal + professional details	IC + personal + professional details + extra step by bank	IC + personal + professional details + extra step by bank	IC + personal + professional details	IC + personal + professional details + extra step by bank
In-depth information of document verification	>12 steps	>12 steps	< 5 steps	>12 steps	< 5 steps	>12 steps	< 9 steps	< 5 steps
Auto-fill	\checkmark	\checkmark	Not available, done at the physical branch	\checkmark	Not available, done at the physical branch	\checkmark	\checkmark	Not available, done at the physical branch
Auto-save information	\checkmark	\checkmark	Not available, done at the physical branch	No auto-save	Not available, done at the physical branch	\checkmark	No auto-save	Not available, done at the physical branch
Ease of doing KYC	\checkmark	\checkmark	KYC done at physical branch	\checkmark	KYC done at physical branch	\checkmark	\checkmark	KYC done at physical branch
No. of steps involved in verification process (KYC + document verification)	\checkmark	4-5 steps	4-5 steps	\checkmark	4-5 steps	\checkmark	\checkmark	6-7 steps

Ambank	BeU	Bank Islam
3.73	3.42	1.02

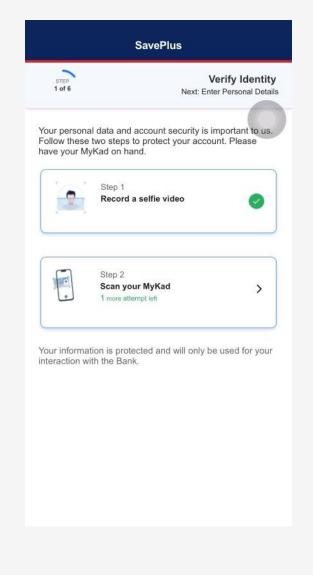


Learning for Rize from CIMB and Alliance



Left the app when account review is in progress; was required to restart the whole process when return to the app

Option for customers to resume application



Continue Application



Activation convenience

Customer onboarding experience	CIMB	Alliance	Hong Leong	Rize	Maybank
Activation convenience	3.50	2.50	1.50	3.00	1.75

Area of improvement

Evaluating criteria	CIMB	Alliance	Hong Leong	Rize	Maybank	Ambank	BeU	Bank Islam
Number of steps taken to activate bank a/c (total steps)	10-12 steps	>12 steps	10-12 steps	>12 steps	10-12 steps	>12 steps	>12 steps	10-12 steps
Speed of account approval/ Time taken to activate bank account i.e. accepting/making payments, bank transfers etc.	\checkmark	Under 6 hours	Under 6 hours	\checkmark	\checkmark	Under 12 hours	Under 6 hours	\checkmark

Ambank	BeU	Bank Islam
2.00	2.50	1.75



Debit card application

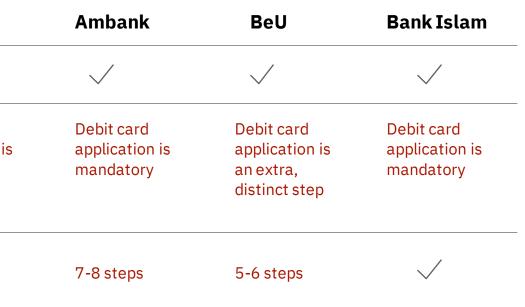
Customer onboarding experience	CIMB	Alliance	Hong Leong	Rize	Maybank
Debit card application	4.25	3.56	4.75	4.00	4.44

Area of improvement

32

Evaluating criteria	CIMB	Alliance	Hong Leong	Rize	Maybank
Debit card option	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark
Ease of applying for debit card	Debit card application is mandatory	\checkmark	Debit card application is mandatory	Debit card application is an extra, distinct step with no clear CTA	Debit card application is mandatory
Steps taken to activate physical debit card	5-6 steps	5-6 steps	\checkmark	\checkmark	\checkmark

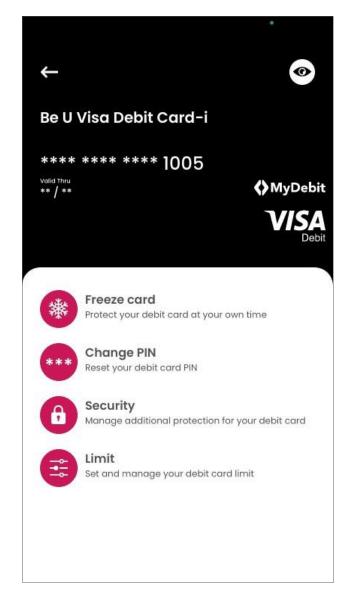
Ambank	BeU	Bank Islam
2.56	3.06	4.75





Learning for Malaysian banks from Axis bank (India)

All banks in Malaysia do not offer virtual cards



STEP 4 of 8	Debit Card Applicatio Next: Sign Applicatio
Do you need a phys	sical debit card?
Yes	No
	NEXT

Example: Axis Bank (India)



Able to change physical debit card settings on app; but no virtual card option

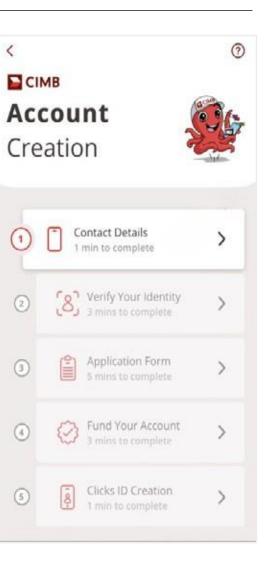
No virtual card option, but customers can still perform transactions without needing a physical card for some



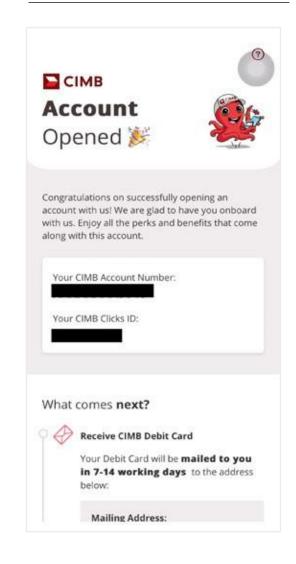
Bank to ace "Customer onboarding experience" – CIMB Bank

#3 Account opening #1 Open a digital **#2** Information about savings account steps needed type of saving account process < Features & Benefits < STEP 3 / 5 Welcome to CIMB CIMB Î Application Form APPLY Perks On Octopoints Up next: Fund Your Account Creation Points Galore Level up your transactions and invite family and friends to earn OctoPoints! About you Instant Rewards We need a few details to open your account. Redeem your instant e-Vouchers using Convenience has never been this simple. Just open a CIMB OctoPoints with your CIMB Clicks app. Savings Account-i with your (1) \wedge MyKad right now! Personal Details Goodbye Annual Fee Annual fees waived, cause we care. (2) Permanent Address Eligibility Individuals aged 18 years and above 3 · Malaysian citizen with MyKad only Mailing Address · Joint, minor trust and minor account not Your debit card will be sent to this address allowed (4) · Each customer can only apply for one (1) **Open OctoSavers Account** OctoSavers Account-i Use Permanent + Add Another Address Protected by PIDM up to RM250,000 for T- In OIDLE Land 5 Apply Now Race

#4 Overview of



#5 Account opened







Customer service experience



Twimbit CX Banking App Benchmarks 2023

Customer support channels

Customer service experience	СІМВ	Alliance	Hong Leong	Rize	Maybank
Customer support channels	3.50	4.00	5.00	3.00	4.00

Area of improvement

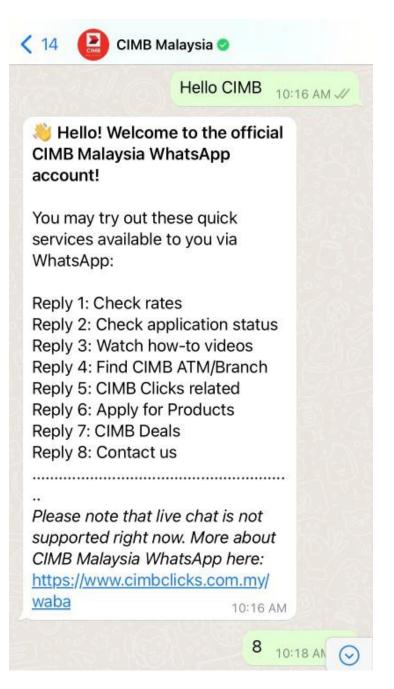
Evaluating criteria	CIMB	Alliance	Hong Leong	Rize	Maybank	Ambank	BeU	Bank Islam
Email, Hotline, Live-chat on app or website (real human interaction), Social media platform, Conversational AI	No live-chat, chatbot only supports categorized response	No conversational AI feature	\checkmark	No live-chat and conversational AI features	No conversational AI features	No live-chat and conversational AI features	No live-chat and conversational AI features	No conversational AI features, limited presence on social media platform

Ambank	BeU	Bank Islam
3.00	3.00	3.50



Learning for CIMB from Hong Leong Bank

CIMB



CIMB's Whatsapp chatbot provides categorised responses, reducing without allowing customers to connect to live agent

Example: Hong Leong Bank

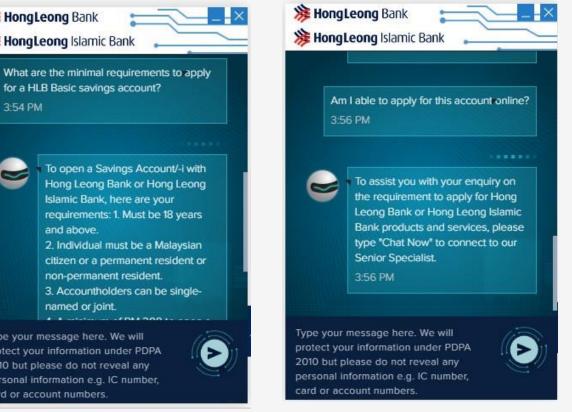
Chatbot provides natural language response with the option to connect to an agent when needed

% HongLeong Bank **HongLeong** Islamic Bank

for a HLB Basic savings account? 3:54 PM

> and above. named or joint.

Type your message here. We will protect your information under PDPA 2010 but please do not reveal any personal information e.g. IC number, ard or account numbers.



Time taken to respond to query

Customer service experience	CIMB	Alliance	Hong Leong	Rize	Maybank
Time taken to response to query	3.45	2.50	3.20	2.20	0.85

Area of improvement

Evaluating criteria	CIMB	Alliance	Hong Leong	Rize	Maybank	Ambank	BeU	Bank Islam
Email	More than 36 hours	Within 36 hours	More than 36 hours	\checkmark	No response	More than 36 hours	\checkmark	More than 36 hours
Hotline	\checkmark	\checkmark	Within 3 minutes	\checkmark	No one picks up	Within 5 minutes	\checkmark	\checkmark
Social media platform	\checkmark	No reply	15 minutes	More than 30 minutes	More than 30 minutes	5 minutes	More than 30 minutes	\checkmark
Conversational AI	Chatbot not able to refer connect to live agent	No chatbot	\checkmark	No chatbot	No chatbot/hard to locate on app or website	No chatbot	No chatbot	No chatbot

Ambank	BeU	Bank Islam
1.25	2.20	3.25

Self-service potential - FAQs

Customer service experience	СІМВ	Alliance	Hong Leong	Rize	Maybank
Self-service potential: FAQs	4.38	2.70	4.58	2.28	2.91

Area of improvement

Evaluating criteria	СІМВ	Alliance	Hong Leong	Rize	Maybank	Ambank	BeU	Bank Islam
Clarity of FAQs	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark
Answer clarity (Visual aids and cues)	Limited visual cues	Limited number of answer contains visual aids	Limited visual aids	No visual aids only wordings	No visual aids only wordings	No visual aids only wordings	Limited visual aids only wordings	No visual aids only wordings
Customer support CTA available on FAQs site	\checkmark	No customer support CTA on FAQ site	\checkmark	No customer support CTA on FAQ site				

Ambank	BeU	Bank Islam
2.29	2.70	2.29

Learning for Rize and Bank Islam from Hong Leong Bank

Rize and Bank Islam

FAQs	
General (Applications, Devices, Requirements)	
What is Right	Ŷ
What is the dthelence between Kox and alraph tank Malavia's smartphone backling applicing/b@laneven/l	×
How can reper a Fize account!	Ŷ
Can't open a Rian accisant in any aliabilitanti. Malaysia brandil	×
What happens after there successfully automated nervices exploring application?	~
Do I need to walk into a branch for physical verification after ner spokcation?	2
Cent the apply on antioned again if my application was not successful on the first application?	0
What is the minimum security hone operating software version required to use Run?	×
Care Experiant account with Rise II's an inst Matevalant	~
1 dia nut have an unbilling bank account immy came in Malaysia. Can Legen a Rise account	2
Whin can i do with the Rate app?	~
Can Laccess Ribe when travelling overses?	×

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Qt N	/hat is Qu	ick Touch?				^
Quick To	uch = a to	rm of biomitr	rc authentication using	fingerprint for speedy acces	is to your account summary.	
QZ. H	iow do f e	ctivate Quici	(Teach?)			^
You san	activate Qu	lick Touch du	ring first time login or a	it Quick Meriu Settings - Qui	dx Touch.	
Yee Lan.	alsı: deaci)	vale Quick To	uch through Quick Me	nu Settings		
QI V	vhich dev	ice supports	Quick 7auch?			^
1.1	05 ditylice y	ersice 10.0 a	ndabove			
0.55			and above			

Both Rize and Bank islam do not include visual cues in their FAQ sections

Example: Hong Leong Bank

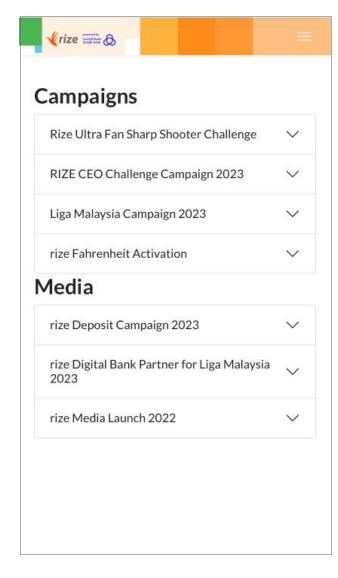


in your NRIC of Pa Example:



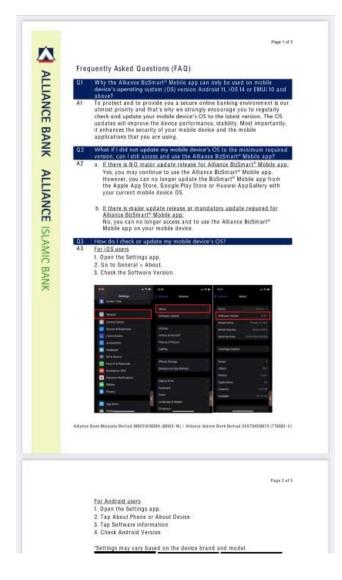
ion" > "Track My Apolic	ation" on our Hong Leona	Bank homepage OR Visit www.hlb.com.my/etracker > Key
o. > Select "Proceed"	out of our houry coury	sens to replace on the management/ councer - net
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		Check your application status
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	_	
	Second plants in the second	
	and your gestingtion in the second state	
		Proceed
		Princed

Learning for Rize and Alliance from Hong Leong Bank and CIMB



No clear CTA after the FAQ section

Rize and Alliance



FAQ is showing as a PDF file, with no clickable CTAs

Example: Hong Leong Bank and CIMB



Customer support CTA available at the end of the FAQ section

	sks.com.my
6. What is this new Q feature? Is it safe?	uick Payment
7. How do I use QR P	ay?
8. What are the OS n	equirements?
	No. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10
omprehensive FAQ	
omprehensive FAQ	Help?
omprehensive FAQ	
omprehensive FAQ	
omprehensive FAQ Need	Help? Ø Find Us
Help Resources	Help?
Need	Help? Ø Find Us



Self-service potential - IVR

Customer service experience	СІМВ	Alliance	Hong Leong	Rize	Maybank
Self-service potential: IVR	4.50	5.00	3.00	2.50	5.00

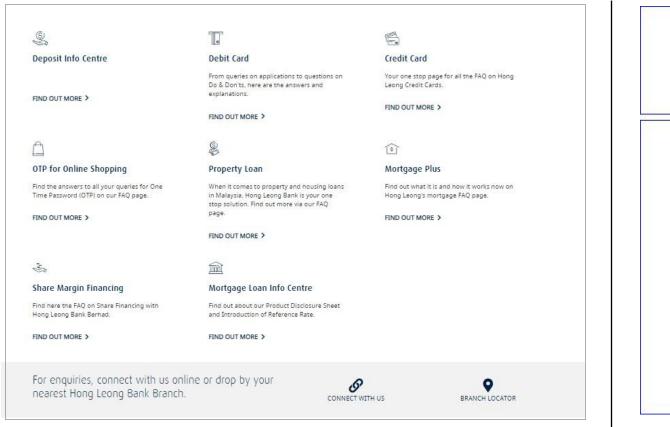
Area of improvement

Evaluating criteria	CIMB	Alliance	Hong Leong	Rize	Maybank	Ambank	BeU	Bank Islam
Basic functions available such as balance check, account information, e-statement	\checkmark	\checkmark	\checkmark	No basic functions	\checkmark	\checkmark	No basic functions	\checkmark
Advertisement of public announcement	Public announcement	\checkmark	Long advertisement and public announcement	\checkmark	\checkmark	Long advertisement and public announcement	\checkmark	Limited advertisement and announcement

Ambank	BeU	Bank Islam
3.00	2.50	3.50



Bank to ace "Customer service experience"- Hong Leong Bank

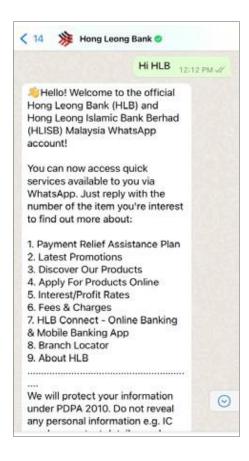




Categorized FAQ section

Clear customer support CTAs

Multiple customer support channels



Whatsapp chatbot with categorized services to assist



Bank to ace "Customer service experience"- Hong Leong Bank

Bank HongLeong Bank



What are the minimal requirements to apply for a HLB Basic savings account? 3:54 PM

> To open a Savings Account/-i with Hong Leong Bank or Hong Leong Islamic Bank, here are your requirements: 1. Must be 18 years and above.

> 2. Individual must be a Malaysian citizen or a permanent resident or non-permanent resident. 3. Accountholders can be single-

named or joint.

Type your message here. We will protect your information under PDPA 2010 but please do not reveal any personal information e.g. IC number, card or account numbers.



Bank HongLeong Bank HongLeong Islamic Bank Am I able to apply for this account online? 3:56 PM

To assist you with your enquiry on the requirement to apply for Hong Leong Bank or Hong Leong Islamic Bank products and services, please type "Chat Now" to connect to our Senior Specialist.

3:56 PM

Type your message here. We will protect your information under PDPA 2010 but please do not reveal any personal information e.g. IC number, card or account numbers.



.....

Bot with natural language response and able to connect to a live agent when needed





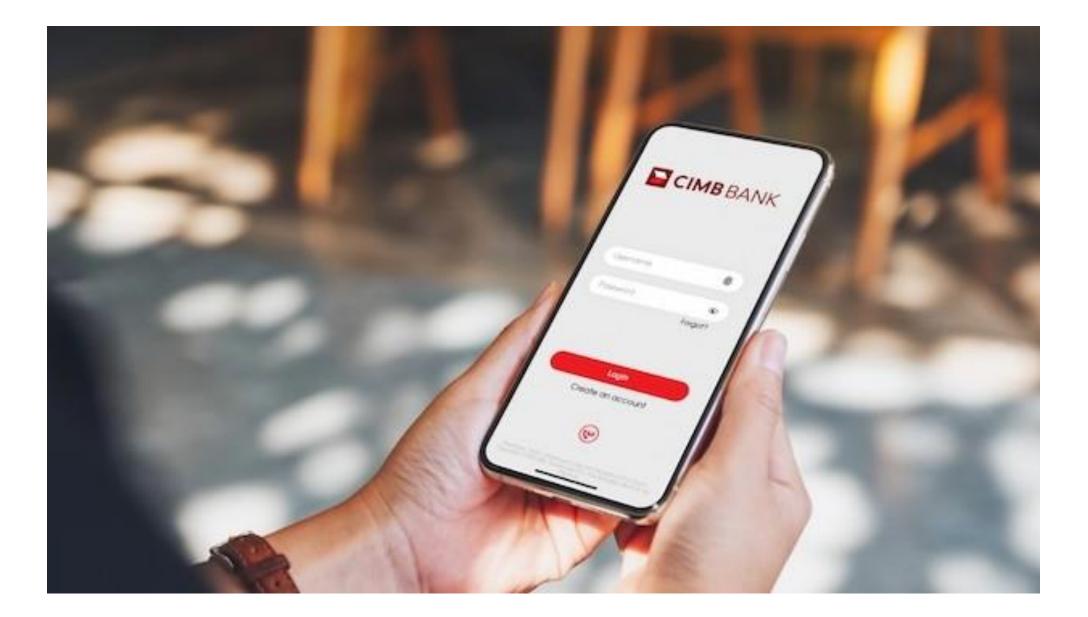
Analyst recommendations



Deep dive into TDEX score for CIMB Bank

CIMB BANK

TDEX score	3.97
Mobile app	4.17
Customer onboarding	3.84
Customer service	3.96





Improvements for CIMB Bank

01 Mobile app experience

- Provide multiple language option to access the app
- Offer options for customers to apply for other services on the app
- Provide PIN-based sign up as one of the authentication methods
- Improve app efficiency and speed of the user interface

02 **Customer onboarding experience**

- Improve website brand identity with a more consistent language style, typography, and visual style
- Provide information on other added app benefits and products
- Offer options for users to customize product comparison on the website with simple and clear description
- Provide virtual card option
- Present options for users to choose a preferred date and time for card delivery
- Provide accurate delivery status tracker

03 **Customer service experience**

- Introduce conversational AI features with the ability to connect with a live agent when
- needed Improve email response time
- Integrate visual cues for FAQs for easy browsing
- Personalized IVR functions based on customer phone number and past IVR
- behaviour Provide features for AI-enabled speech recognition





CIMB Account Creation





tact Details n to complete	>
erify Your Identity mins to complete	>
pplication Form mins to complete	>
und Your Account mins to complete	>
licks ID Creation min to complete	>



Features & Benefits

Perks On Octopoint

- Points Galore Level up your transactions and im/Re family and friends to earn OctoPoints!
- instant Rewards Redeem your instant e-Vouchers using OctoPoints with your CIMII Clicks app
- Goodbye Annual Fee Annual fees waived, cause we can

Eligibility

- · Individuals aged 18 years and above
- Malaysian citizen with MyKad only
- Joint, minor trust and minor account no allowed
- Each customer can only apply for one (1) OctoSavers Account-

Protected by PIDM up to RM250,000 for

Apply No

STEP 2/5

(8) Verify Your Identity Op meet Application

Let's Get To Know You

the frame

or glare

· Make sure your face and MyKad are within

· MyKad details are clear to read with no blu

By Lapping "Blart", Lagree to proceed and authorise CMB Bank or CMB Islamic Bank, as the case may be to verify and obtain any information on me from any

credit reference/reporting agencies or any other sources to enable the Bank to consider my application for the opening of the account.

· Make sure your face is visible



OctoSavers Account-L click here

Terms & Conditions





Deep dive into TDEX score for Alliance Bank



TDEX score	3.37
Mobile app	3.18
Customer onboarding	3.37
Customer service	3.55





Improvements for Alliance Bank

01 Mobile app experience

- Provide initial description of products and steps required before asking users to register for products on app
- Provide multiple language option on the app
- Introduce the PIN-based sign up feature
- Improve app efficiency (app is glitchy, especially when transitioning from one step to the other)

Customer onboarding experience 02

- Improve the visual style of the website
- Provide visual cues and aids on app to make the experience fun
- Provide information such as product highlights, other added benefits and products on the app
- Allow customers to compare between products/services easily on the web
- Provide instantly-activated virtual cards
- Enable Face ID or biometric identification as a log-in method
- Provide users the option to choose preferred date and time for card delivery
- Provide accurate delivery status tracker

03 **Customer service experience**

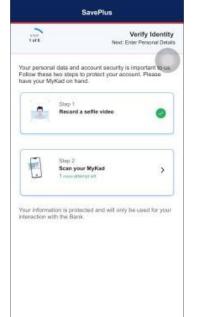
- Live-chat availability is guite hidden in the app make clear indications for users to locate it
- easier Introduce conversational AI features, with the ability to connect with a live agent when
- needed Improve email and social media platform response time
- Include a general FAQ section to answer common
- inquiries Provide customer support CTA on FAQs site
- Enable personalized IVR functions based on customer phone number and past IVR
- behaviour Provide features for AI-enabled speech recognition

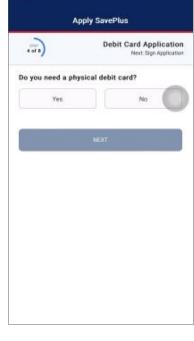


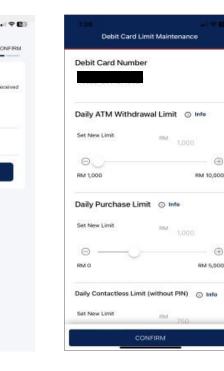
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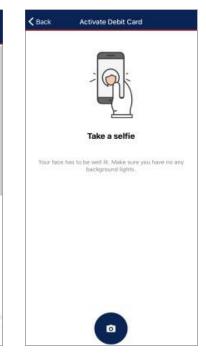
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BarePlus Account







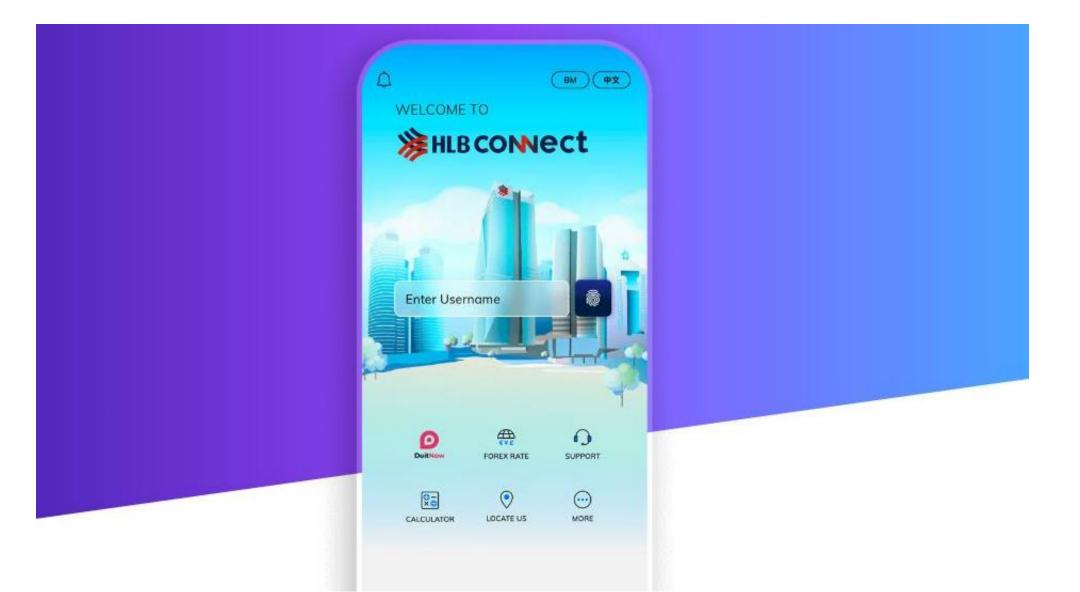




Deep dive into TDEX score for Hong Leong Bank



TDEX score	3.25
Mobile app	2.75
Customer onboarding	2.99
Customer service	3.95





Improvements for Hong Leong Bank

01 **Overall experience**

• Revamp the entire account opening process to a fully digital format. - Despite Apply@HLB, digital account opening was inaccessible

02 Mobile app experience

- Integrate PIN-based sign-up.
- Incorporate multiple language options in the app.

03 Customer onboarding experience

- Present account information before registration and allow users to apply for additional services.
- Enhance customer onboarding with a navigation guide.
- Provide comprehensive information on bank services, including major discounts and offerings.
- Enable easy product comparison on both web and app platforms.
- Offer details on fees and charges associated with bank accounts.
- Facilitate online/app-based application and verification
- processes. Provide instantly-activated virtual cards.

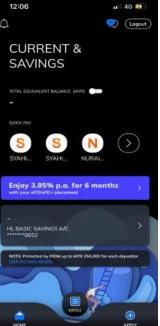
Customer service experience 04

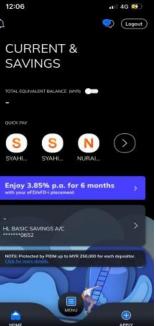
- Introduce voice assistant in helpline numbers
- Improve chatbot to integrate natural language response
- Improve email response time (only the hotline and social media responses were prompt)



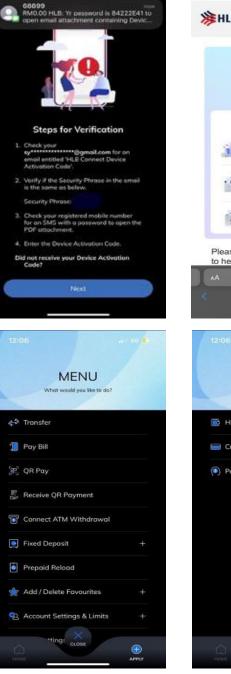








Next Cancel i s.hongleongconnect.mg



al 🕆 🗖

13:47





Deep dive into TDEX score for Rize Bank



TDEX score	3.22
Mobile app	3.95
Customer onboarding	3.37
Customer service	2.50





Improvements for Rize Bank

01 Mobile app experience

• Provide multiple language option on the app

02 Customer onboarding experience

- Provide a navigation guide
- Implement autosave features on app
- Provide instantly-activated virtual cards.
- Embed physical debit card application step within the account application process with a clear
- CTA Provide option to choose preferred date and time for card delivery
- Enable accurate delivery status tracker

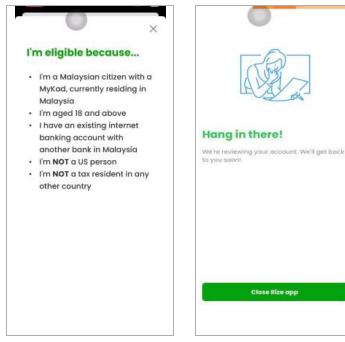
03 Customer service experience

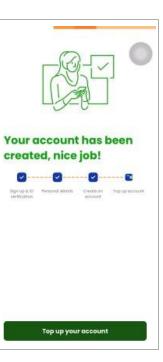
- Introduce conversational AI features, with the ability to connect with a live agent when needed
- Improve social media platform response time
- Incorporate visual aids into FAQ section for easy
- understanding Provide customer support CTA on FAQs site
- Facilitate basic IVR functions (balance check, account information, etc.)
- Personalize IVR functions based on customer phone number and past IVR
- behaviour Offer features for AI-enabled speech recognition



Login

Sign up nov







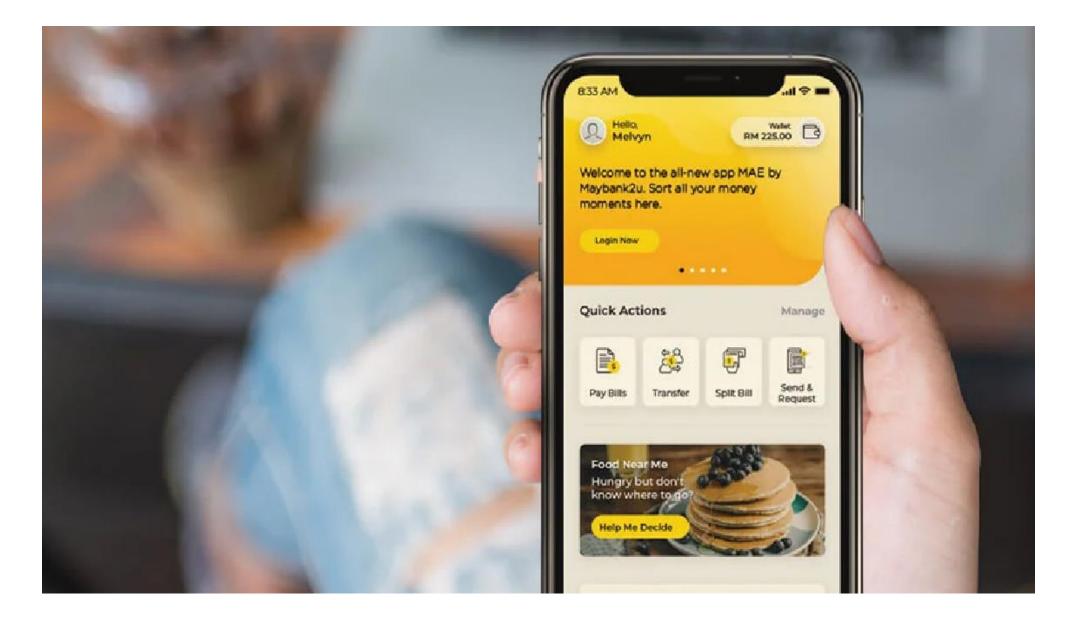




Deep dive into TDEX score for MayBank

Maybank

TDEX score	3.15
Mobile app	3.25
Customer onboarding	3.05
Customer service	3.19





Improvements for Maybank

Overall experience 01

• Digitise the end-to-end account opening process

02 Mobile app experience

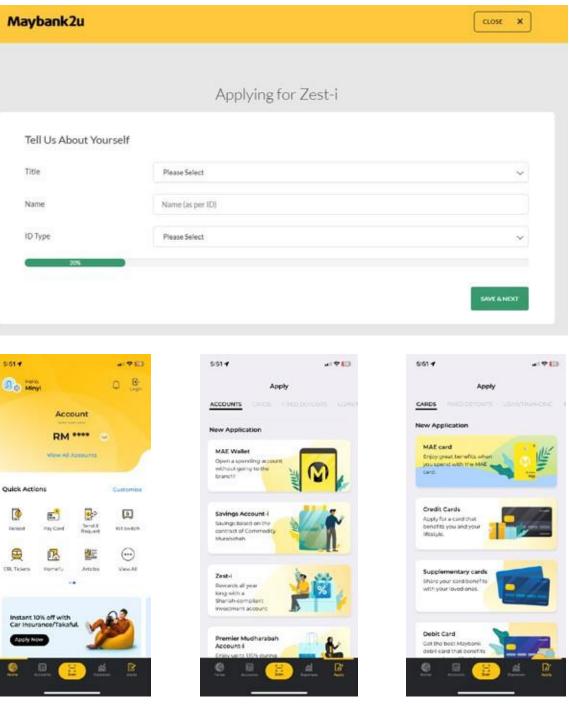
- Integrate multiple language options on the app.
- Enhance user experience by providing account information before registration, language selection, and the ability to apply for various services

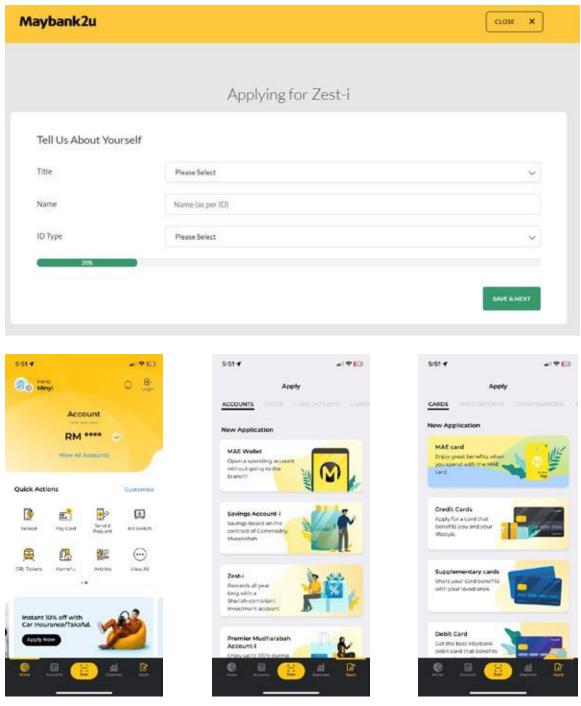
03 **Customer onboarding experience**

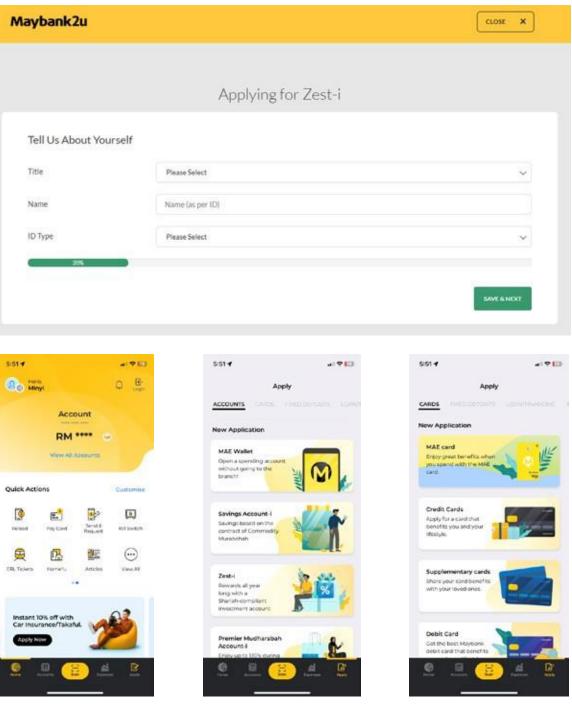
- Implement a website navigation guide.
- Ensure comprehensive information on bank services is accessible through the app.
- Offer options for users to apply for additional services and highlight major discounts associated with bank accounts.
- Enable easy comparison of products on both the web and app.
- Present clear details on fees and charges associated with bank accounts.
- Facilitate a user-friendly product/service comparison on the web.
- Streamline the application and verification process to be conducted online or through the app.
- Provide instantly-activated virtual cards.

04 **Customer service experience**

- Enhance customer support response times across all channels to address prolonged wait times or non-responsiveness.
- Optimize hotline accessibility, considering the frequent busyness, despite the availability of the IVR function.



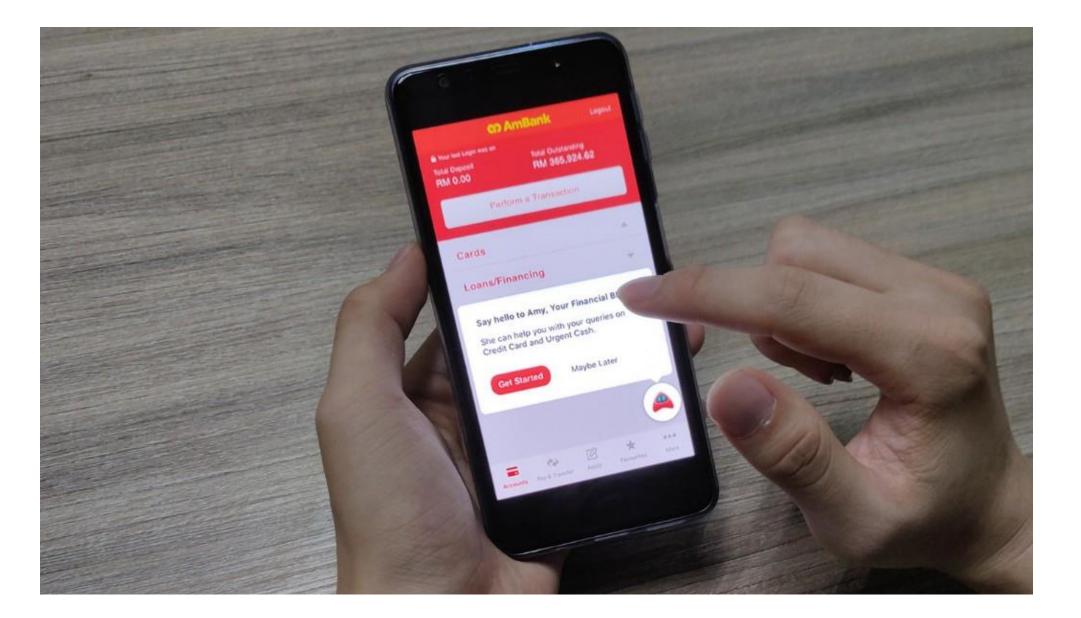




Deep dive into TDEX score for AmBank

97 AmBank

TDEX score	3.13
Mobile app	3.67
Customer onboarding	3.41
Customer service	2.39





Improvements for AmBank

Mobile app experience 01

- Introduce the PIN-based sign-up feature
- Provide multiple language option on the app

Customer onboarding experience 02

- Provide a navigation guide
- Improve the visual style of the website
- Provide information such as the steps taken to apply/open a bank account
- Allow customers to compare between products/services easily on the web
- Provide instantly-activated virtual cards.

03 Customer service experience

- Provide live chat option on the app and
- website Introduce conversational AI
- features
- Improve email response time (only the hotline and social media responses were prompt) Provide customer support CTA on FAQ site



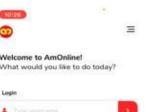




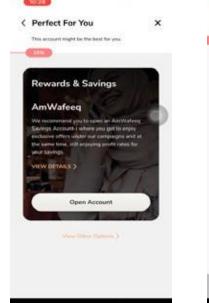


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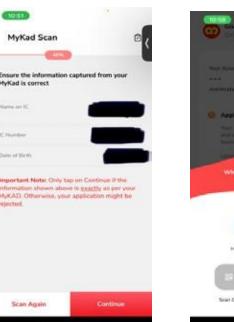
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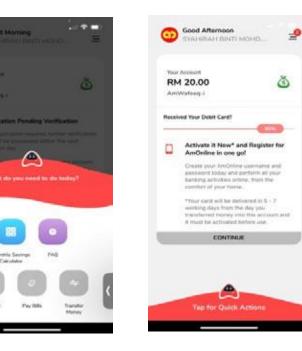










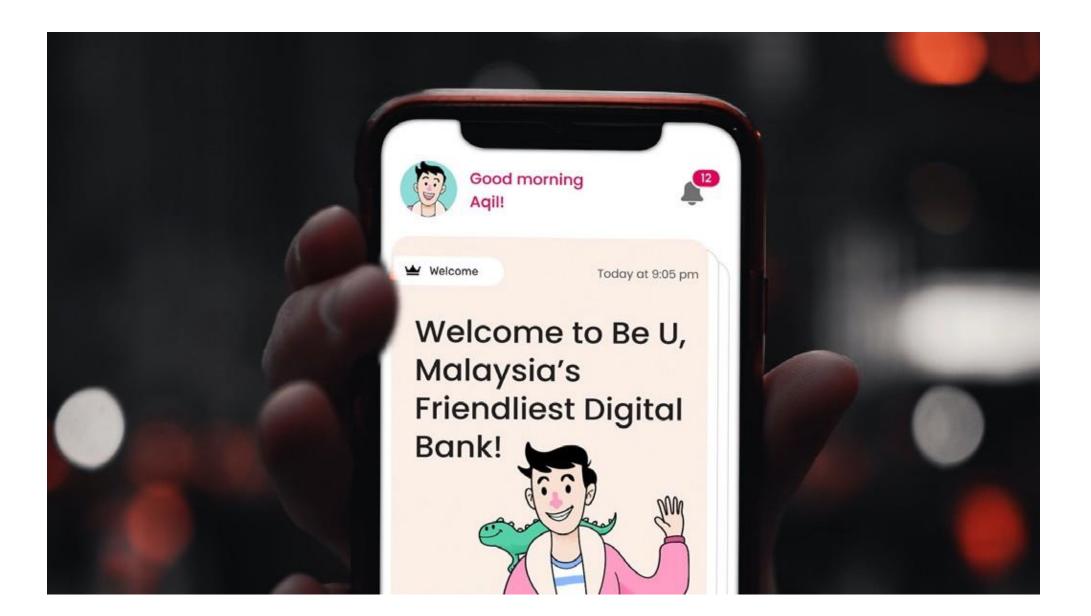




Deep dive into TDEX score for BeU Bank



TDEX score	3.07
Mobile app	3.78
Customer onboarding	3.02
Customer service	2.60





Improvements for BeU Bank

01 Mobile app experience

• Provide multiple language option on the app

Customer onboarding experience 02

- Provide a navigation guide
- Improve the visual style of the website
- Provide more information such as savings account's added
- benefits Allow instant account activation and account approval
- Provide instantly-activated virtual cards.
- Embed physical debit card application step within the account application process
- Provide option to choose preferred date and time for card delivery

03 **Customer service experience**

- Introduce conversational AI features, with the ability to connect with a live agent when
- needed Improve social media platform response time
- Incorporate visual aids into FAQ section for easy
- understanding Provide customer support CTA on FAQssite
- Provide basic IVR functions
- Personalise IVR functions based on customer phone number and past IVR
- behaviour Provide features for AI-enabled speech recognition





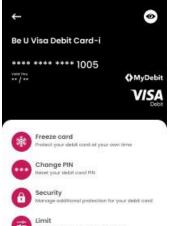
Let's get you started!

ID verification









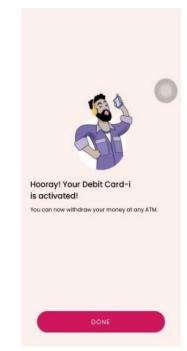
What you need to know

4

Nationality

whit wewpidm.apv.m

What you need to provide



Deep dive into TDEX score for Bank Islam



TDEX score	3.06
Mobile app	3.48
Customer onboarding	2.78
Customer service	3.14





Improvements for Bank Islam

Overall experience

- Digitise end-to-end account opening process
 - Bank Islam claims online account opening but our analyst faced branch verification without

clear communication on issues.

02 Mobile app experience

- Shift from a hybrid process to full app application, eliminating redirection to a browser.
- Improve the Bank Islam app's slower load time compared to
- competitors. Provide account information before account registration.
- Introduce multiple language options.
- Enable in-app application for additional services.
- Implement PIN and OTP-based sign-up for enhanced security.

01

03 Customer onboarding experience

- Implement a navigation guide for both web and mobile app experiences. Ensure all compre-hensive banking product information is available on both platforms.
- Introduce a customizable product comparison feature, simplifying the understanding and comparison of products.
- Provide clear step-by-step instructions for activation
- process Provide instantly-activated virtual cards.

04 **Customer service experience**

- Optimize response times in Customer Service and consider expanding social media presence for alternate channels.
- Integrate conversational AI features for enhanced customer support.









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	Restau Task Perinasian	CIK SVAHERAH BINTI M	registration is successful.
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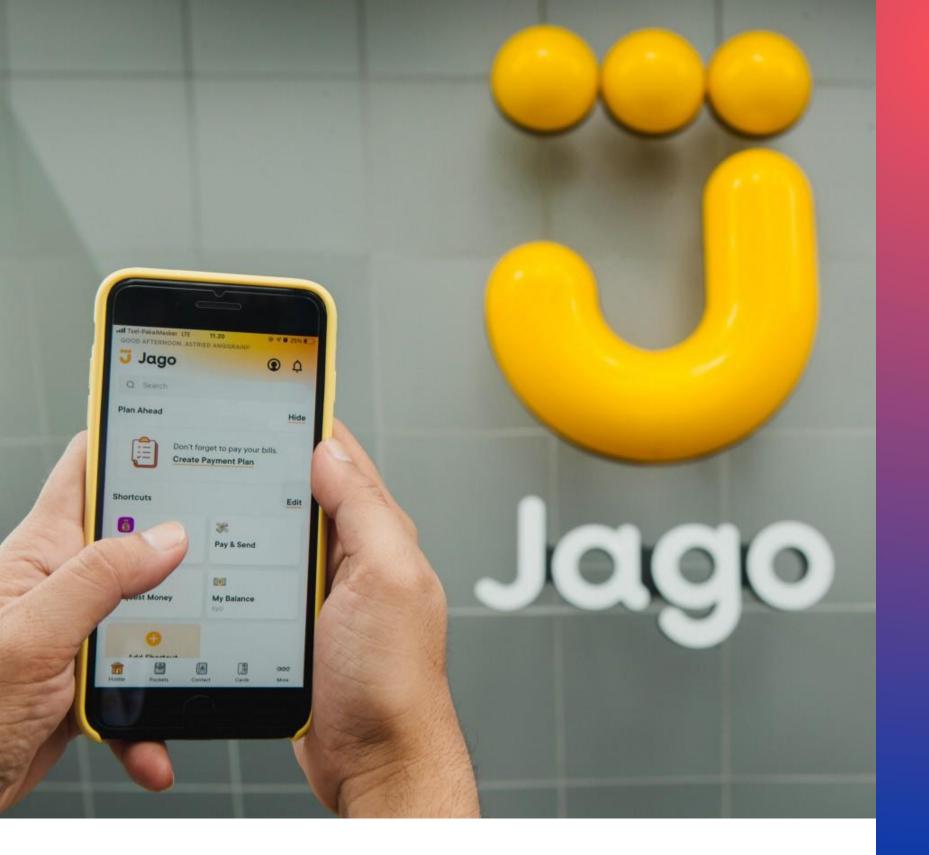


Best practices from peer region

twimbit



Twimbit CX Banking App Benchmarks 2023



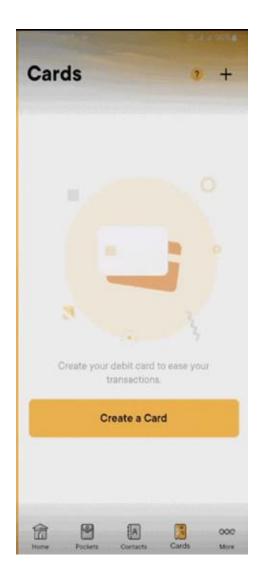
Case study 01

Indonesia's best digital banking app

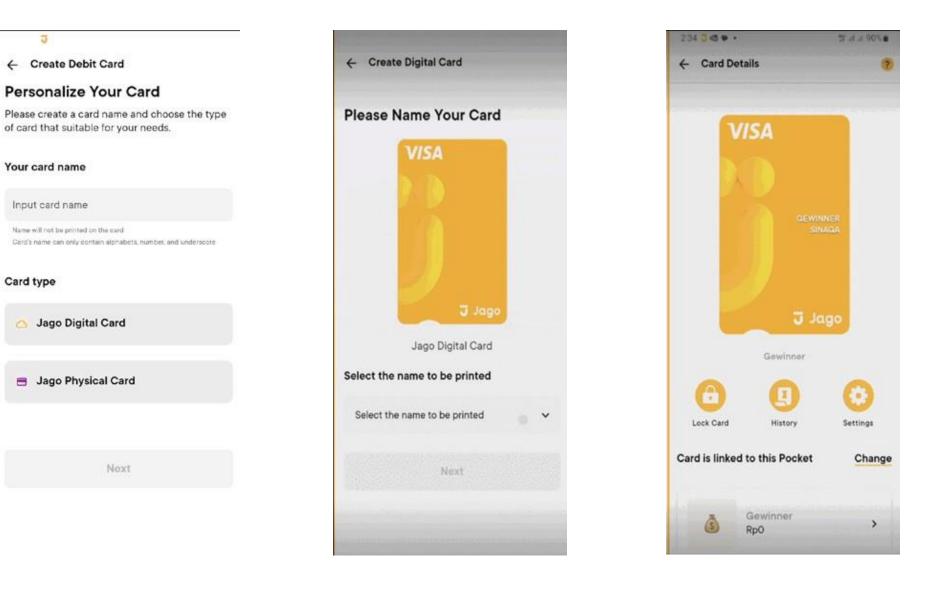




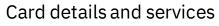
Bank to ace "Digital banking app experience" - Jago Bank



Create a customised debit card



Personalize your card – name, type Virtual card name selection without need of manually entering name

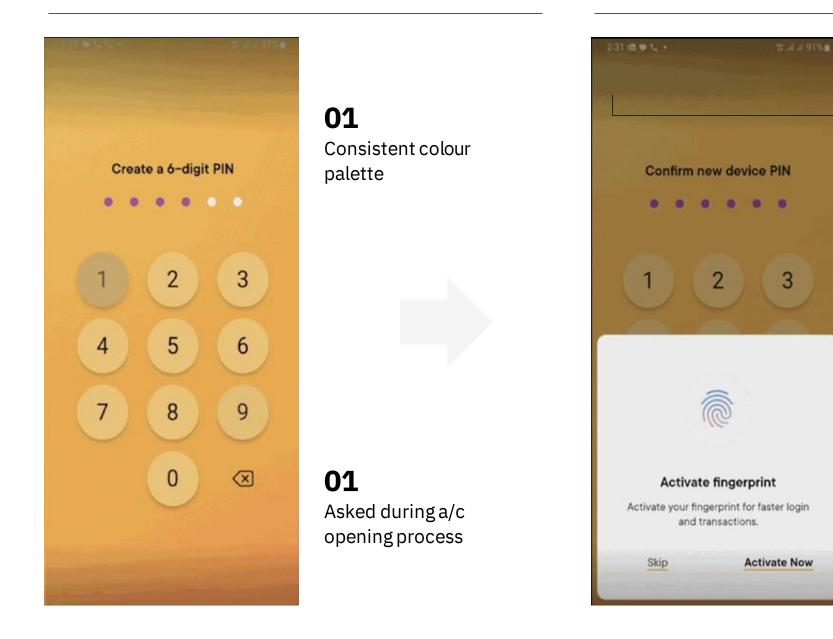




Instantly activated debit card

Bank to ace "Digital banking app experience" - Jago Bank

Set PIN



Activate fingerprint

O1 Set up biometric verification (optional)

Jago instant a/c activation



Congratulations, GEWINNER S C SRANTO SINAGA!

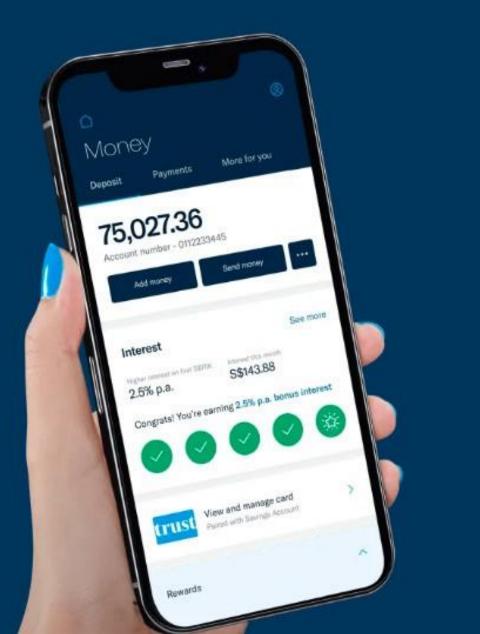
You're officially a Jagoan and can use all of our features.

01

Clean, neat with optimum white space









Case study 02



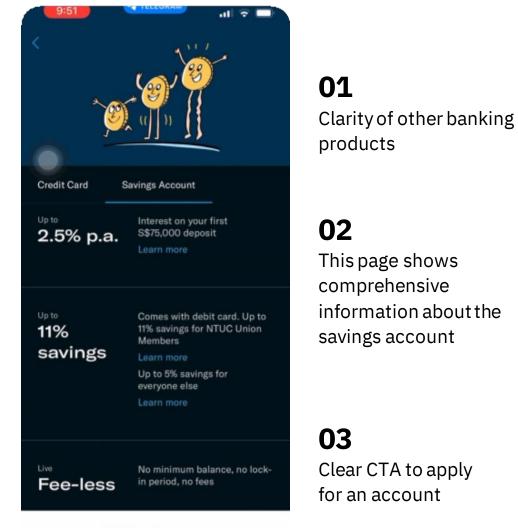
Singapore's best digital banking app





Bank to ace "Customer onboarding experience" – Trust Bank

#1 Open savings account



Apply for savings account

#2 KYC with Singpass

Apply for a savings account with Myinfo

It's easy as a clicking a button! Get form pre-filled and no document required

11 2

 With data from government sources

Get your card instantly approved and use it

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As part of our partnership with FairPrice Group, we may collect and share your personal data with FairPrice Group to enable you to receive personalised offers, and better products and services. Please view our privacy notice for more details about what we will share with FairPrice

Don't have Myinfo? Apply here instead

By continuing, you agree to each of Trust's and FairPrice Group's Terms & Conditions and Customer Privacy Notices

Continue with Myinfo

Option to apply for Myinfo

01

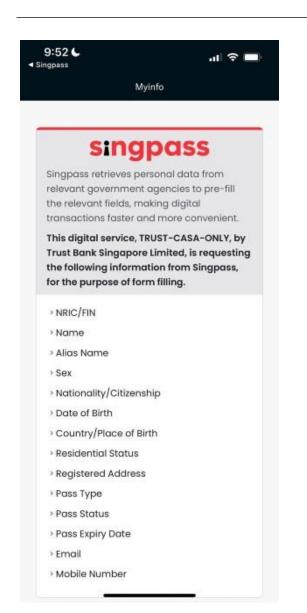
Information about document requirement and debit card

02

Using Singpass to retrieve personal information



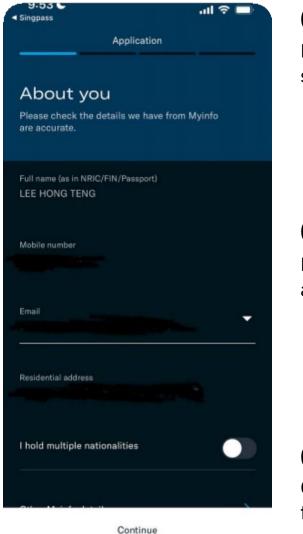
#3 Singpass information



01 Information auto-fetched

Bank to ace "Customer onboarding experience" – Trust Bank

#4 Steps to start account



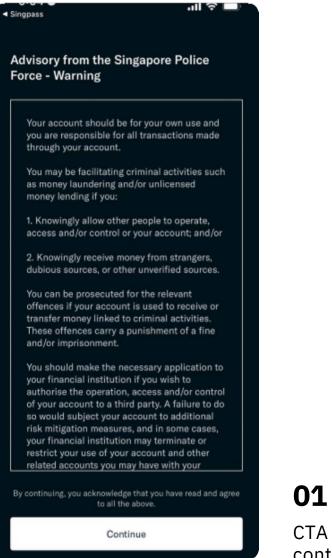
01

Number of steps to sign up

02 Personal information auto filled

03 Clear CTA to apply for an account

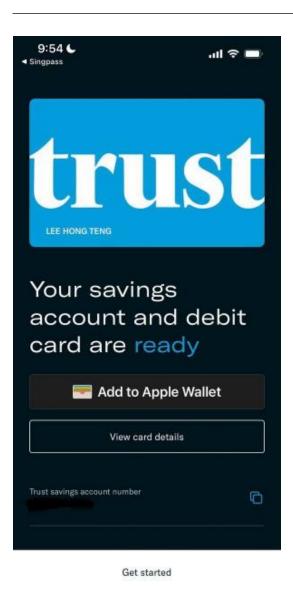
#5 Advisory







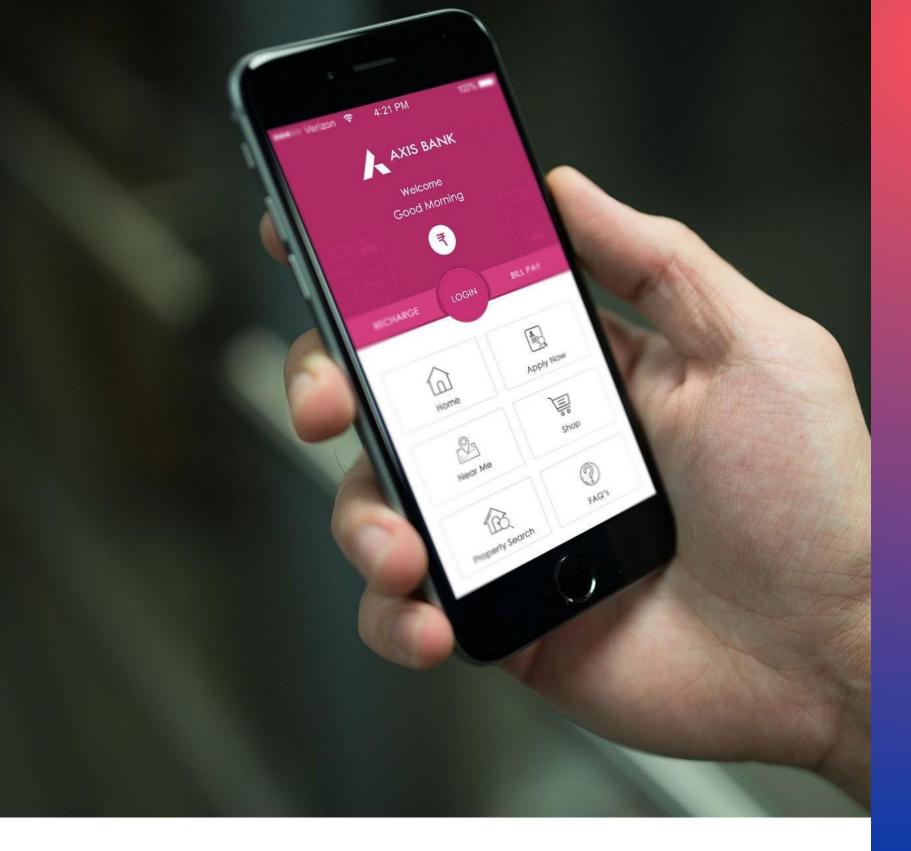
#6 Virtual card



01

Instantly activated a/c with ready to use virtual card





Case study 03

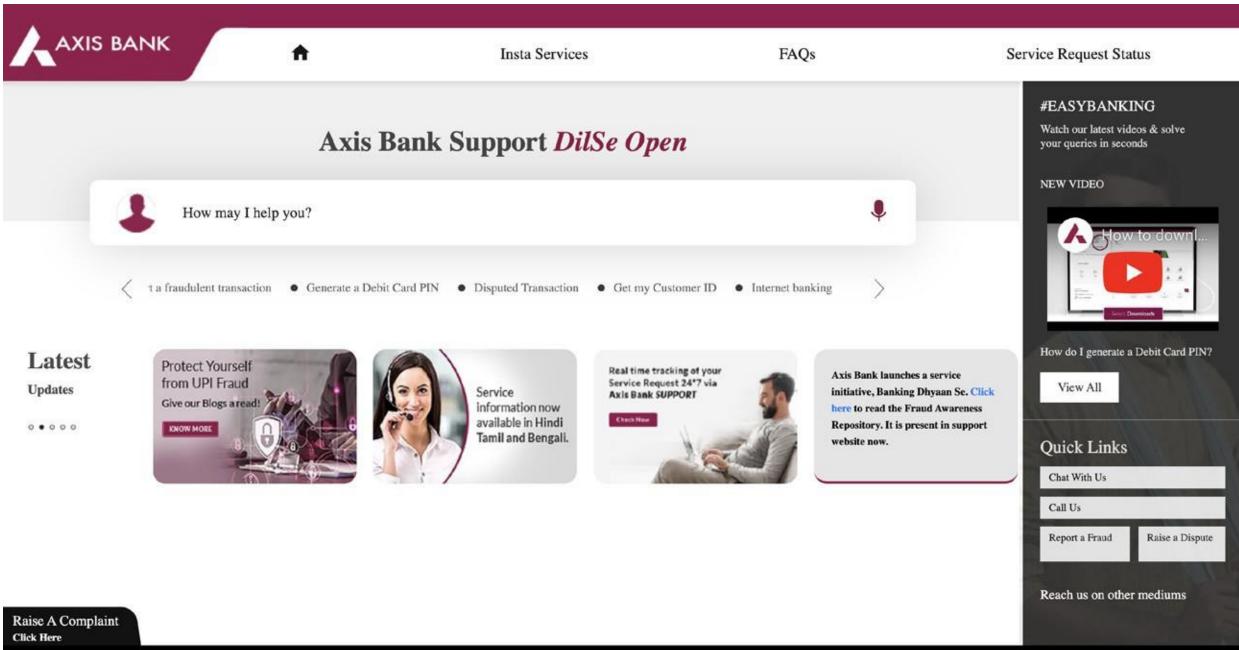
India's best digital banking app







Bank to ace "Customer service experience"- Axis Bank



01

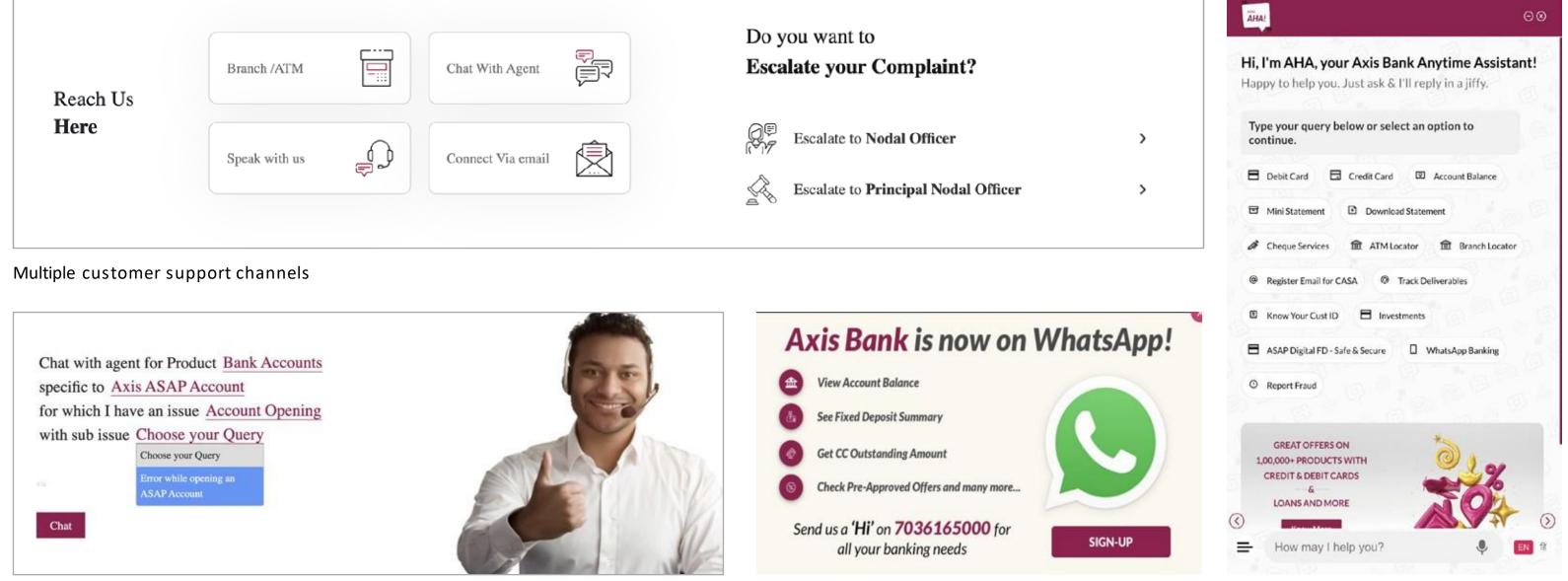
Section-wise support services

02 Video assistance to solve queries instantly

03 Visual cues and aids

Bank to ace "Customer service experience"- Axis Bank

Branch /AT	M	Chat With Agent	Do you want to Escalate your Complaint?
Here Speak with	us	Connect Via email	Escalate to Nodal Officer Escalate to Principal Nodal Officer



Ease of choosing query options from dropdown list

Chat with customer support agent

Clear CTA to sign-up for Whatsapp banking

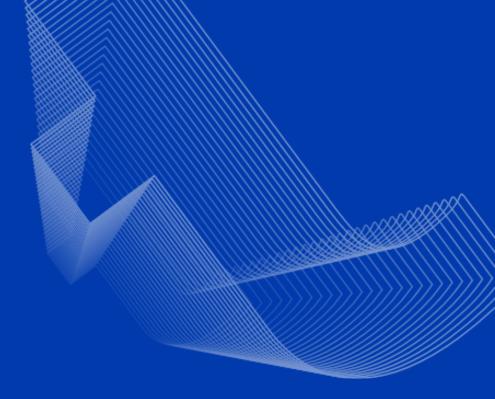
AHA! AI-chatbot with categorized services to assist





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