



INSIDE OUT BRANDING FOR A LARGE MALAYSIAN GLOBAL BANK

Context

Our client is a large global bank operating in Malaysia, with over 5,000 staff. With an aspirational global positioning promise, the Malaysian team wanted to ensure they were able to live the brand locally and be Malaysia's most preferred bank. While they had been making progress in growing the market-share, there was still opportunity to differentiate themselves in the minds of consumers.

To sustain their growth aspirations they needed to broaden their appeal, widen their reach, and adopt a long-term customer relationship approach, together with continuing their transformation of systems and service culture. TMI Malaysia partnered with ON-Brand Partners to develop and design the solution.

Our Approach

Through a range of consulting, analysis, workshops, communication design and events, the initiative focused on:

- Differentiating the customer experience
- Giving the service experience more vitality and attitude
- Fulfilling the brand promise through better alignment of systems, processes and people
- Lifting the capability and competency in sales, service and people management
- Building pride and confidence in the brand and a winning attitude
- Strengthening alignment and collaboration across business units and functions
- Increasing empowerment of people by providing them with a framework to drive and shape changes
- Shift from a compliance mind-set to an outcome orientation.

Outcomes

A word from the deputy CEO – "Hiring TMI looks to be one of the best professional decisions I've ever made."

In the first 12 months:

- Employee engagement increased 12%
- Quality focus improved 40%
- Customer wait times down 59%
- Error rates down 93%
- Cost-efficiency ratio improved by over 4.5%
- Net profit growth +7%
- Gallup score improvement of 10 points.