

# The State of CX in Malaysia

2024



twimbit

**MDEC**<sup>TM</sup>



Swiftonomics



# What is Exceptional?

**Consistent  
Excellence**

**Fearless  
Innovation**

**Contagious  
Delight**

# Why? The progression of economic value



The “agrarian”  
economy

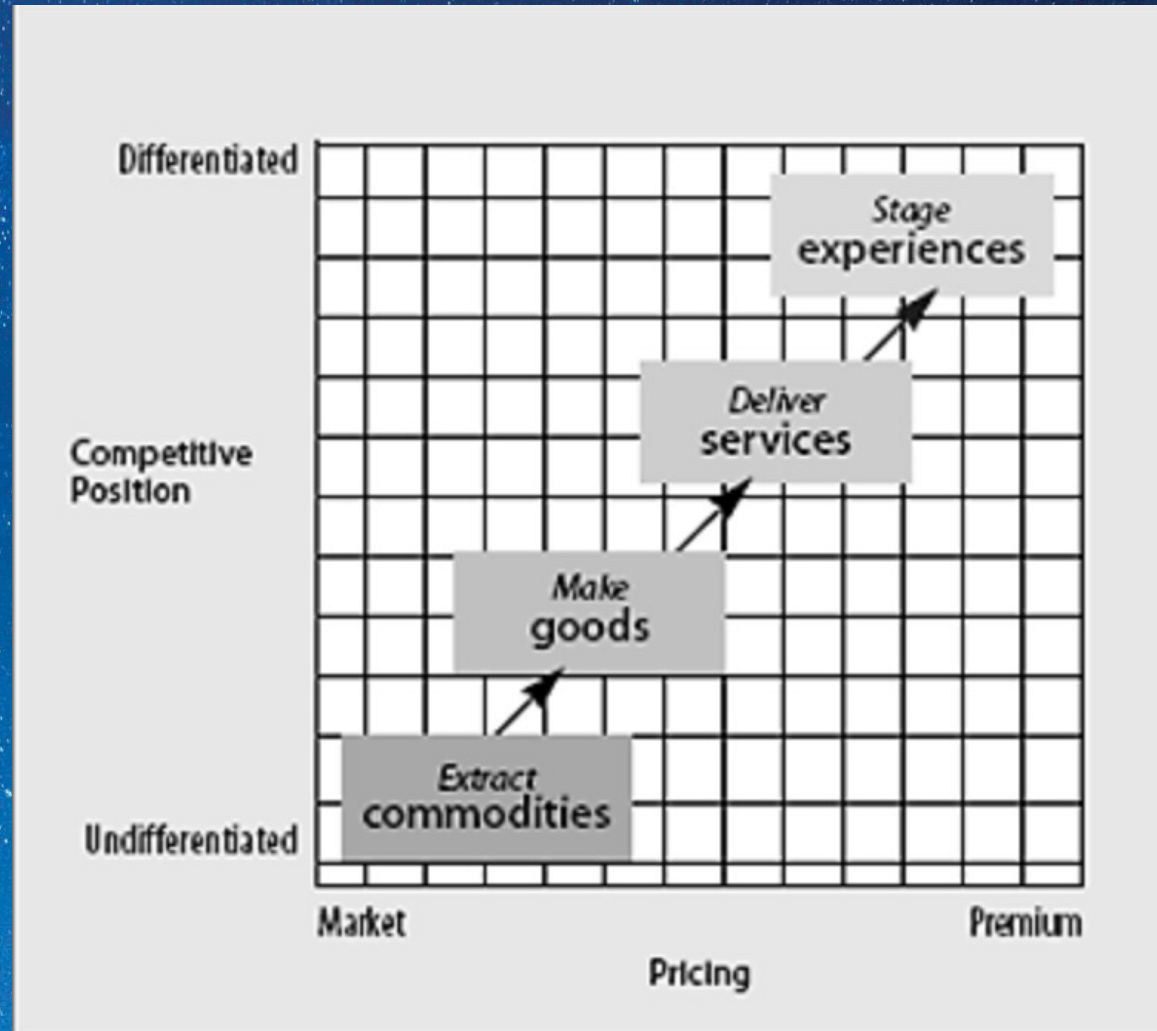


The “goods-based  
industrial economy”



The “experience  
economy”

# The experience economy



Source: HBR, The Experience Economy (Joe Pine & James Gilmore)

# Why now?

# Why now?



“AI is the most powerful tool humanity has ever created. The rate of improvement is faster than any technology we have ever seen.”

"AI has the power to unlock a new era of human achievement and create a future of unprecedented abundance."





The AlphaZero logo is a stylized blue circle with a white crescent shape inside, resembling a chess knight's head.

# ALPHA ZERO == VS == STOCKFISH



“Chess has been  
shaken to its roots  
by **AlphaZero**”

**Garry Kasparov**

Russian Chess Grandmaster



# How?

**Digital  
experience**



**Service  
experience**



**The Four Pillars  
of CX Excellence**

**Brand  
experience**



**Employee  
experience**



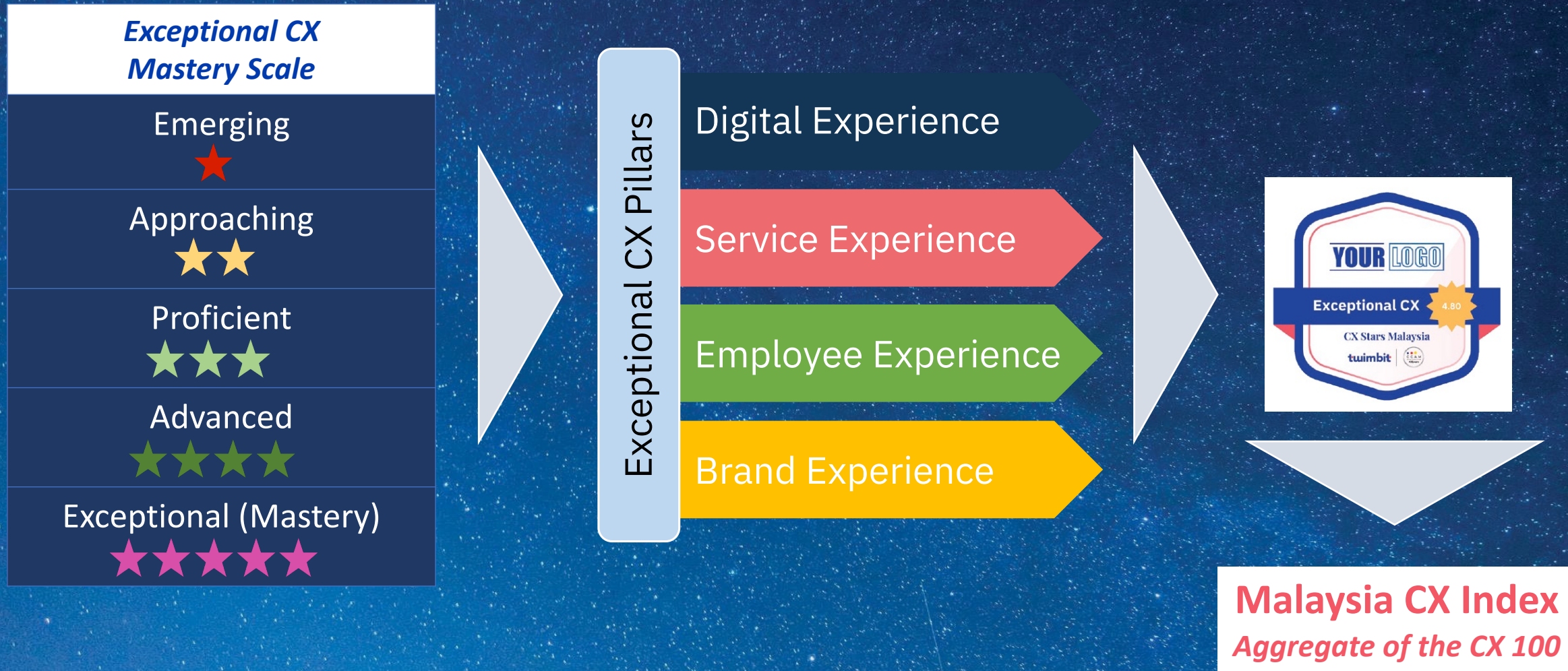
# Getting started...



## The State of CX in Malaysia 2024



# Measure



**Malaysia CX Index**  
*Aggregate of the CX 100*

# Mastery scale measurements

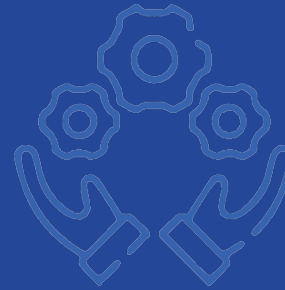
## Digital experience

- Personalisation & innovation
- Mobile app experience engagement
- Self-service capabilities
- Security & privacy



## Service experience

- Omnichannel & self-service options
- Support availability & ease of access
- Contact centre innovation
- Resolution, Satisfaction



## Brand experience

- CX part of brand promise
- Seamless digital + support strategy
- Consistent messaging and experience
- Innovation strategy/process
- Social media engagement



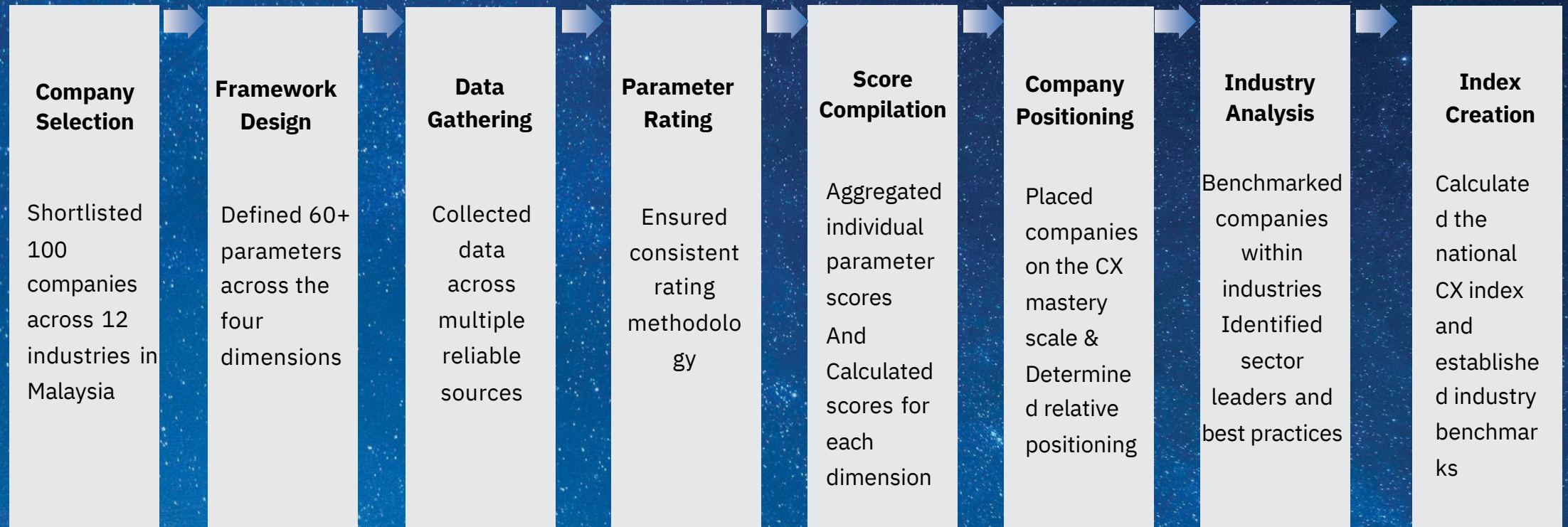
## Employee experience

- Tools & processes that empower employees to drive better CX
- Innovation & culture
- L&D / training programs on CX



60+  
parameters  
(1 to 5 rating)  
Qualitative+ Quantitative

# Methodology



- Source: The State of CX Malaysia 2024

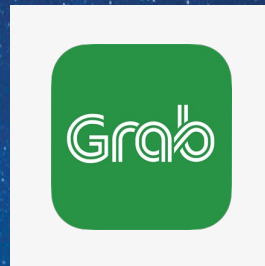
# Top 20 Malaysian CX Stars



Utilities



Digital/e-commerce



Digital/e-commerce



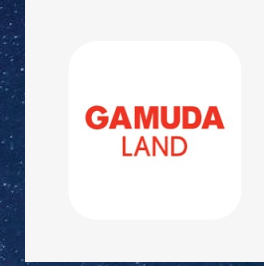
Logistics



Logistics



Insurance



Property developer



Bank



Insurance



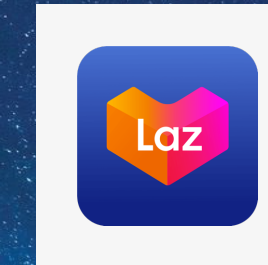
Insurance



Digital banks & financial services



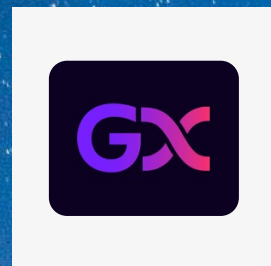
Bank



Digital/e-commerce



Digital banks & financial services



Digital banks & financial services



Travel & hospitality



Telco



Bank



Utilities



Bank



# The 100 CX Stars in Malaysia

	Company	Industry	CX Rating	CX Mastery Scale
1	AEON	Retail	3.77	Proficient
2	AEON Credit Service	Digital banks & Financial services	3.56	Proficient
3	Affin Bank	Banking	3.74	Proficient
4	Agrobank Malaysia	Banking	3.55	Proficient
5	AIA Malaysia	Insurance	4.01	Advanced
6	Air Asia	Travel & Hospitality	3.63	Proficient
7	Alliance Bank	Banking	3.61	Proficient
8	Allianz General Insurance Malaysia	Insurance	3.69	Proficient
9	AmBank	Banking	3.76	Proficient
10	Amway Malaysia	Retail	3.78	Proficient
11	Astro	Consumer services	3.60	Proficient
12	Bank Islam	Banking	3.64	Proficient
13	Bank Muamalat Malaysia	Banking	3.52	Proficient
14	Bank Rakyat	Banking	3.68	Proficient
15	Bank Simpanan Nasional (BSN)	Banking	3.53	Proficient
16	Batik Air	Travel & Hospitality	3.13	Proficient
17	Berjaya Hospitality Group	Travel & Hospitality	3.42	Proficient
18	Boost	Digital banks & Financial services	3.86	Proficient
19	CelcomDigi	Telco	3.76	Proficient
20	Chubb Insurance Malaysia Berhad	Insurance	3.61	Proficient
21	CIMB	Banking	3.74	Proficient
22	CJ Logistics	Logistics	3.66	Proficient
23	Columbia Asia	Healthcare	3.28	Proficient
24	COWAY Malaysia	Retail	3.72	Proficient
25	DHL	Logistics	4.06	Advanced

	Company	Industry	CX Rating	CX Mastery Scale
26	Eco World Development Group	Property developer	3.40	Proficient
27	Etiqa General Takaful Berhad	Insurance	4.00	Advanced
28	Fedex	Logistics	4.02	Advanced
29	Firefly	Travel & Hospitality	3.28	Proficient
30	FWD Takaful Berhad	Insurance	3.64	Proficient
31	Gamuda Land	Property developer	4.00	Advanced
32	Gas malaysia Berhad	Utilities	3.04	Proficient
33	GDEX	Logistics	3.22	Proficient
34	Genting Group	Travel & Hospitality	3.61	Proficient
35	Grab	Digital e-commerce	4.09	Advanced
36	Great Eastern Life Assurance (Malaysia) Berhad	Insurance	3.57	Proficient
37	GX Bank	Digital banks & Financial services	3.86	Proficient
38	Hong Leong Bank	Banking	3.83	Proficient
39	HSBC Bank Malaysia	Banking	3.81	Proficient
40	IHH Healthcare	Healthcare	3.68	Proficient
41	Immigration Department Malaysia	Public sector	3.61	Proficient
42	Indah water Konsortium	Utilities	3.50	Proficient
43	Jaya Grocer	Retail	3.49	Proficient
44	KPJ Healthcare	Healthcare	3.71	Proficient
45	KWSP/Employee provident fund	Public sector	3.47	Proficient
46	Lazada	Digital e-commerce	3.89	Proficient
47	LHDN	Public sector	3.10	Proficient
48	Malaysia Airlines	Travel & Hospitality	3.84	Proficient
49	Malaysia Airport Holdings	Travel & Hospitality	3.64	Proficient
50	Manulife Insurance Berhad	Insurance	3.53	Proficient



Companies with Advanced CX

# The 100 CX Stars in Malaysia

	Company	Industry	CX Rating	CX Mastery Scale
51	Maxis	Telco	3.84	Proficient
52	Maybank	Banking	4.00	Advanced
53	MBSB Bank	Banking	3.54	Proficient
54	McDonald's	Food & Beverages	3.31	Proficient
55	MCIS insurance berhad	Insurance	3.30	Proficient
56	Media Prima Television Networks	Consumer services	3.26	Proficient
57	Mr DIY	Retail	3.69	Proficient
58	MSIG Insurance Malaysia	Insurance	3.44	Proficient
59	Mydin Retail	Retail	3.45	Proficient
60	MyEG	Public sector	3.42	Proficient
61	Nippon Express	Logistics	3.45	Proficient
62	Oldtown White Coffee	Food & Beverages	3.52	Proficient
63	PERKESO	Public sector	3.37	Proficient
64	Petronas	Utilities	4.20	Advanced
65	PIDM	Public sector	3.44	Proficient
66	PLUS	Public sector	3.34	Proficient
67	Pos Malaysia	Logistics	3.33	Proficient
68	Prudential assurance malaysia berhad	Insurance	3.70	Proficient
69	Public Bank	Banking	3.76	Proficient
70	QBE Insurance (Malaysia) Berhad	Insurance	3.26	Proficient
71	Redtone	Telco	3.45	Proficient
72	RHB	Banking	3.91	Proficient
73	Sabah Electricity	Utilities	3.37	Proficient
74	Sarawak Energy Berhad	Utilities	3.38	Proficient
75	Shopee	Digital e-commerce	4.11	Advanced
76	Sime Darby	Property Developer	3.78	Proficient

	Company	Industry	CX Rating	CX Mastery Scale
77	Skyworld Development Berhad	Property developer	3.79	Proficient
78	Speedmart	Retail	3.03	Proficient
79	Standard Chartered Bank Malaysia Berhad	Banking	3.74	Proficient
80	Starbucks	Food & Beverages	3.32	Proficient
81	Sun Life Malaysia Takaful Berhad	Insurance	3.35	Proficient
82	Sunway Medical Centre Suruhanjaya Syarikat	Healthcare	3.47	Proficient
83	Malaysia/Companies Commission of Malaysia	Public sector	3.23	Proficient
84	Syarikat Takaful Malaysia Keluarga Berhad	Insurance	3.34	Proficient
85	Takaful Ikhlas General Berhad (part of MRNB group)	Insurance	3.53	Proficient
86	Telekom Malaysia	Telco	3.73	Proficient
87	Tenaga Nasional	Utilities	3.82	Proficient
88	Thomson Hospital	Healthcare	3.15	Proficient
89	Time dotcom	Telco	3.75	Proficient
90	Touch 'N Go	Digital banks & Financial services	3.78	Proficient
91	Touch N Go Digital	Digital banks & Financial services	3.93	Proficient
92	Tune Insurance Malaysia	Insurance	3.99	Proficient
93	Tune Talk	Telco	3.50	Proficient
94	UEM Sunrise	Property developer	3.70	Proficient
95	Umobile	Telco	3.59	Proficient
96	UOB Bank	Banking	3.60	Proficient
97	UPS	Logistics	3.41	Proficient
98	YTL Communications	Telco	3.74	Proficient
99	Zurich General Insurance Malaysia Berhad	Insurance	3.72	Proficient
100	Zus Coffee	Food & Beverages	3.79	Proficient



Companies with Advanced CX



# The Malaysia CX Index

Malaysia CX Index  
2024

3.61

Out of 5

3.46

Digital

3.61

Service

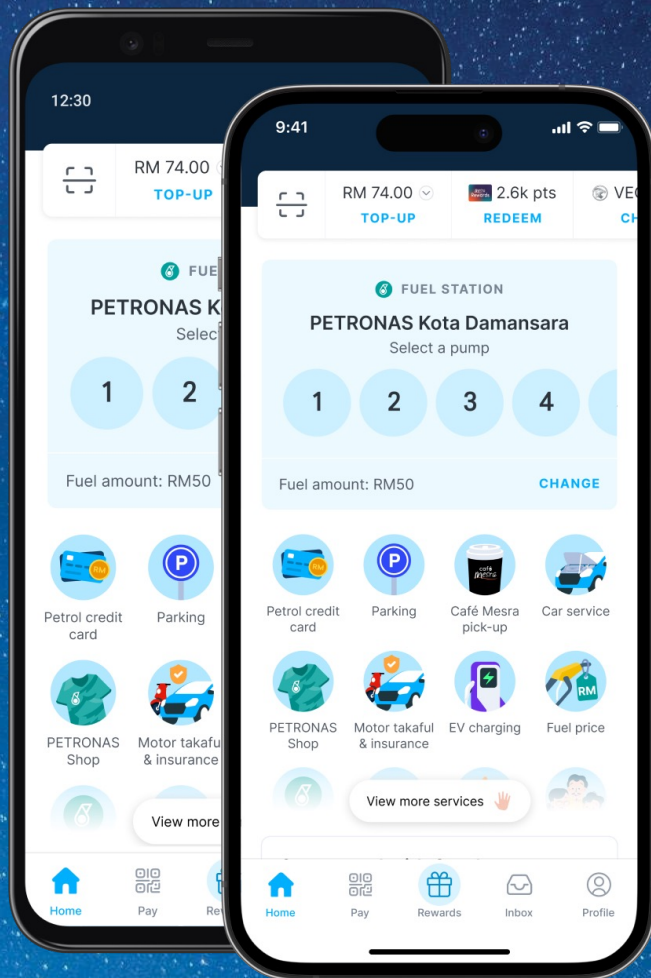
Employee

3.72

Brand

3.64

# Purposeful innovation



Purposeful Digital Experience  
*Inclusivity & Customer Insight*

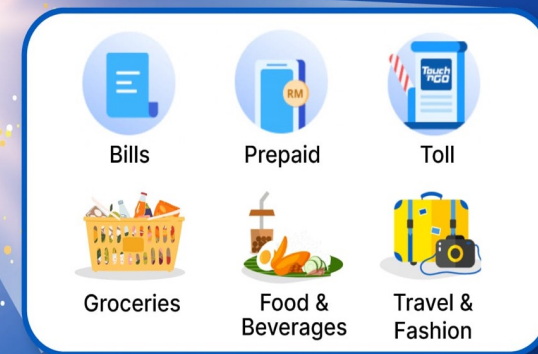


Building Communities  
*Mesra & Mobile Refueling*

# Everyday digital life



GO+



Payments

Simplifying Payments  
Embedded in Customer Journeys

Gamifying Loyalty  
Fun & Easy to Redeem

# Fearless innovation



HEALTHIER. LONGER. BETTER LIVES

HELLO FROM ALEXIS & AISYA  
AIA'S FIRST AI TALKBOT SOLUTION

A red rectangular graphic with a white cloud-like shape in the center. Inside the cloud is an illustration of a female AI robot wearing a headset, surrounded by various communication icons like speech bubbles, a thumbs up, and a heart. The text 'HELLO FROM ALEXIS & AISYA' and 'AIA'S FIRST AI TALKBOT SOLUTION' is at the bottom.

AIA ELITE ACADEMY  
Empowering Winners

NEW

BEFORE

Traditional Interview  
Unconscious human biasness.

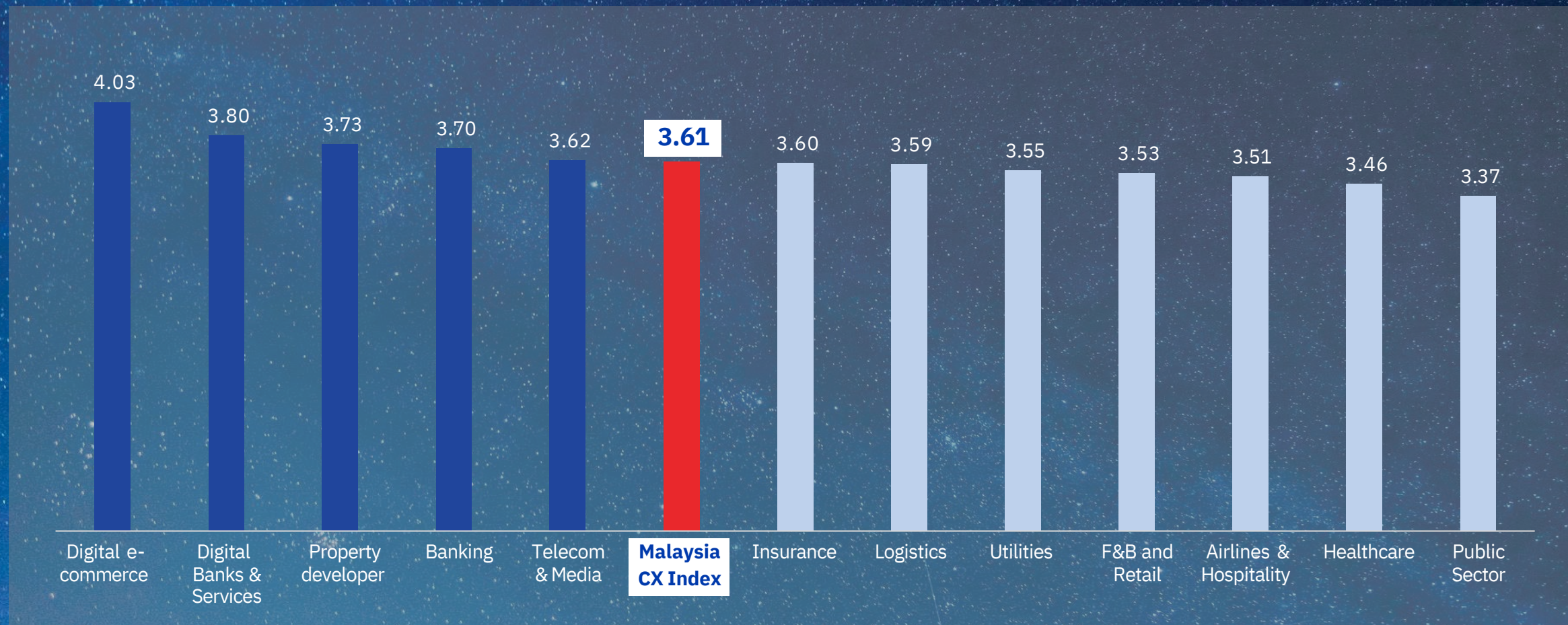
AI Interview  
AI is objective, leaving no room for human bias 😎

Swipe for more >

A purple-to-pink gradient rectangular graphic. At the top right is the AIA Elite Academy logo. Below it is a 'NEW' banner. The main content is split into two panels: 'BEFORE' showing a traditional interview with two people at a table, and 'AI Interview' showing a woman's face next to a computer screen. The text 'AI is objective, leaving no room for human bias' is accompanied by a sunglasses emoji. At the bottom right is a 'Swipe for more' button with a right-pointing arrow.

Embracing AI

# The story varies by industry. Some are sprinting... others are just warming up



# 3 forces shaping the future of CX

01

## The AI Revolution

"AI without EQ is just artificial"

- Not replacing human touch
- Enhancing our natural warmth
- Making every interaction smarter



# 3 stages of adoption

AI Ready

AI Native

AI  
Reimagined

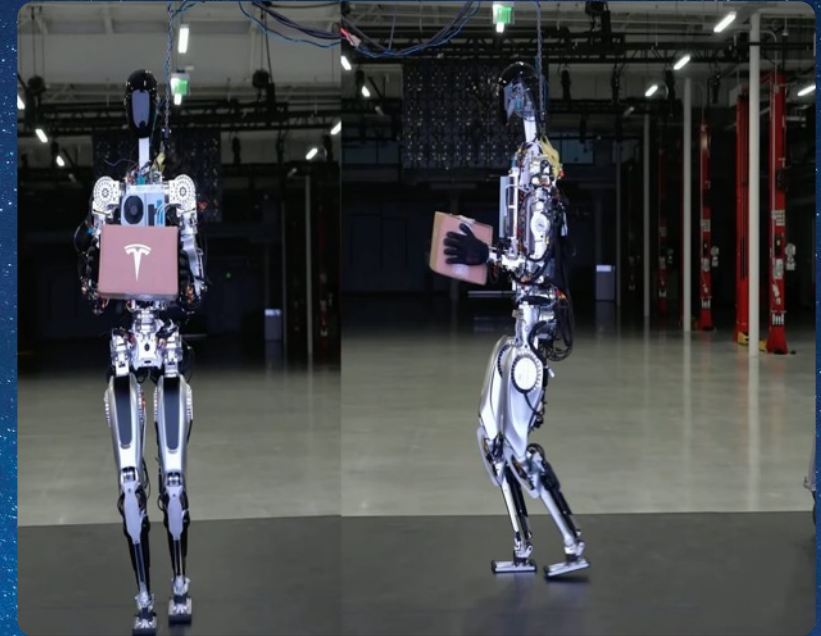
AI-ready



AI-Native



AI-Reimagined



# AI-Ready



## OCBC GPT

A private ChatGPT environment to assist over 30,000 employees in writing, research and ideation



## OCBC Wingman

Coding assistant to auto-generate codes, debug and improve computer system codes



## OCBC Whisper

Transcribe and summarize customer calls as well as analyse transcripts for potential process anomalies



## OCBC Buddy

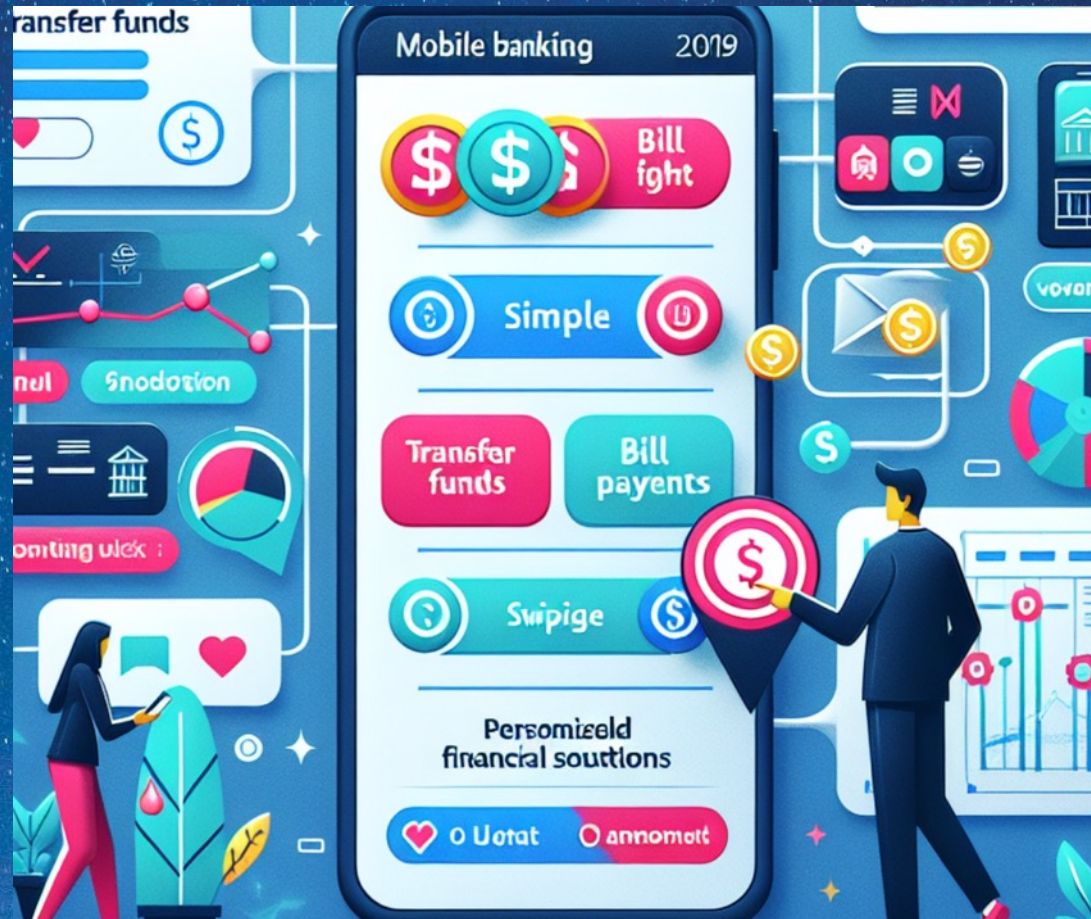
Internal knowledge chatbot, info and document search, record and transcribe F2F meetings



## Document AI

Extract and summarize key info from financial, risk and ESG documents simply with drag-and-drop process

# AI-Native



- Inclusive for everyone – small business, unbanked
- Embedded into your life journey
- Easy, secure and highly accessible

# AI Reimagined

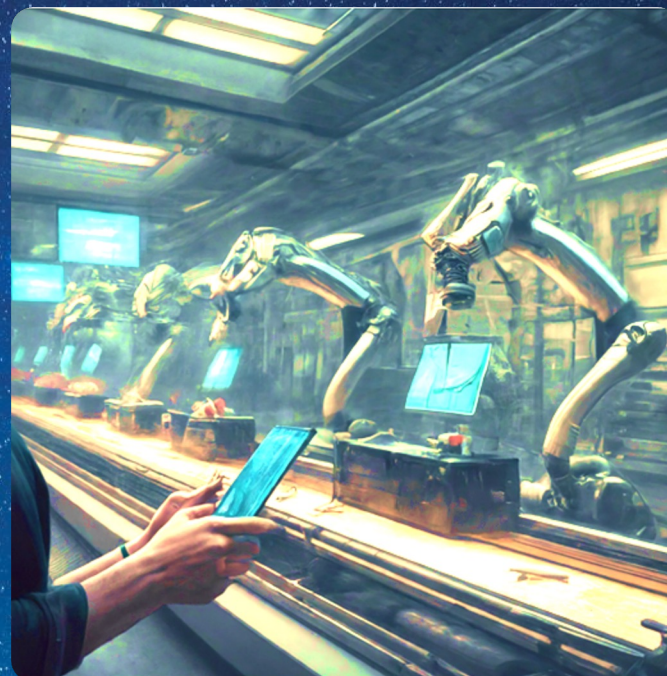
- Your own personal financial assistant.
- Make personalized decisions to achieve your desired outcomes



# AI Future



AI assistant for everyone  
\$20K in 5-6 years



Text-to-Anything



Digital Twin

# 3 forces shaping the future of CX

01

## The AI Revolution

"AI without EQ is just artificial"

- Not replacing human touch
- Enhancing our natural warmth
- Making every interaction smarter

02

## The Social Symphony

"Experience is the new social currency"

- Every moment is shareable
- Every review shapes reality
- Every interaction is public

03

## The Trust Equation

"Privacy isn't just a feature – it's an experience"

- Cybersecurity with a human face
- Safety that feels natural
- Privacy that builds trust

# The Blueprint: Three Strategic Pillars

**#1**

**Talent  
Transformation**

*The Human Edge*

**#2**

**AI  
Excellence**

*Our New Sixth  
Sense*

**#3**

**Cultural  
Advantage**

*Our Secret  
Weapon*



CX Malaysia,  
We will inspire,  
We lit the fire,  
Lit the fire, lit the fire, fire fire,  
Mari Malaysia,  
Our hearts together,  
May we light and lead the way.

Connect with us...



**Manoj Menon**

We help build and grow purpose-driven businesses

