

# Alliance Bank: Helping Malaysian SMEs Digitise Their Business

---

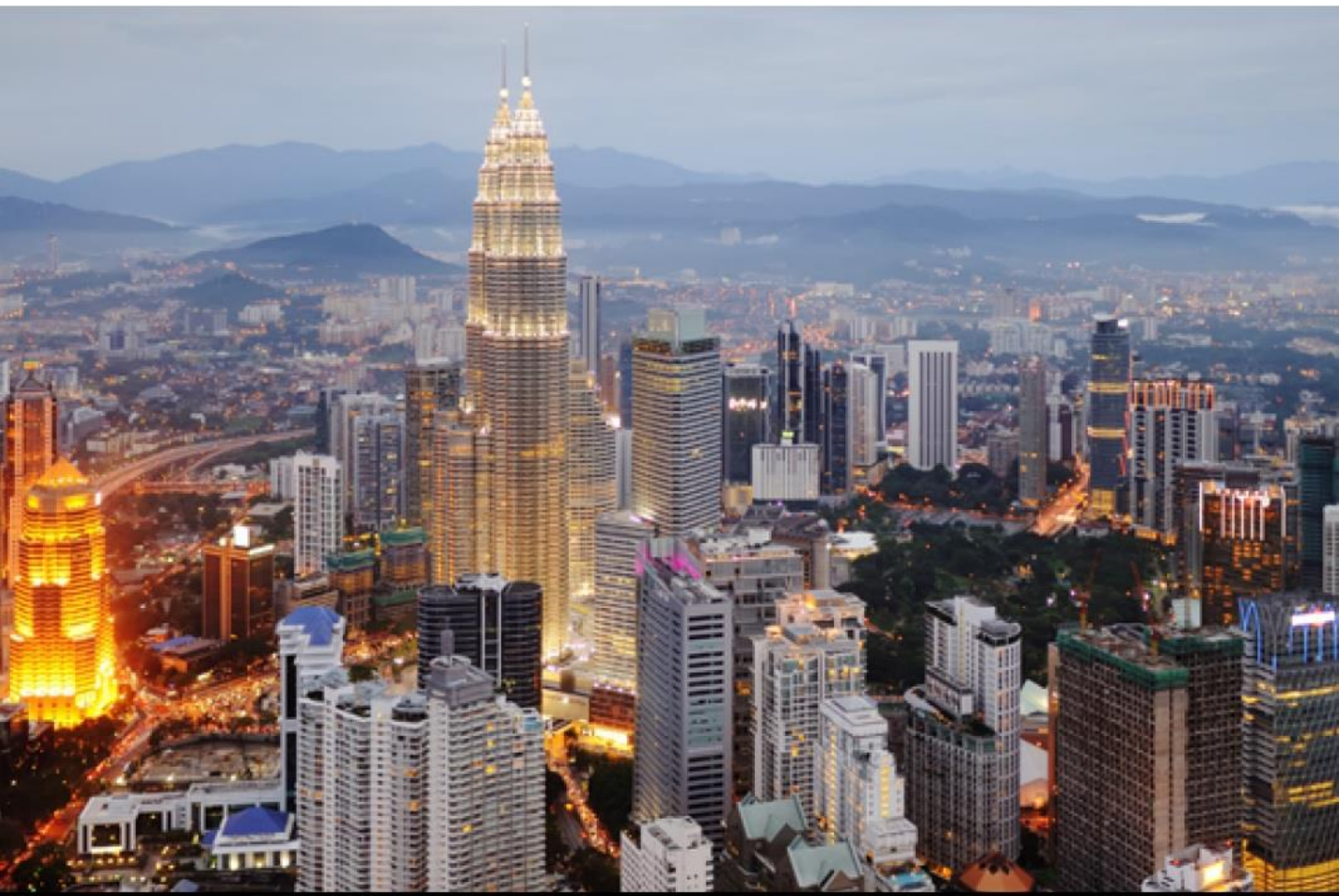
Alliance Bank Malaysia Berhad (referred to as “Alliance Bank” or “the bank”), best known for its support of Malaysian SMEs, continues to build alliances to improve lives by “creating a digital ecosystem with like-minded partners to offer complete business solutions so businesses can transform digitally,” said Ms. Fozia Amanulla, Group Chief Business Development Officer of Alliance Bank.

Alliance Bank was honoured with a highly acclaimed recognition for **Outstanding Digital Customer Experience for Customer Onboarding at the Digital CX Awards 2020**, hosted by The Digital Banker. The award recognises the bank’s ability and commitment to deliver a differentiated customer engagement approach that is both empathetic and centred on addressing the needs of its customers. The judging panel comprise of senior executives

from Forrester, Ernest & Young, Fuji Xerox, Bain & Company, Wipro Digital, and KPMG.

## A Shift in Consumer Behaviour

Based on a recent customer survey conducted by the bank during the Malaysia’s Movement Control Order, two-thirds of the customers surveyed were inclined to open an account via digital channels.



Given the restrictions on public movement and interaction, 60% of the surveyed customers were less inclined to visit bank branches. With these survey results, it was evident that the customer behaviour governing SMEs, business owners and retail customers were undergoing radical change. This change in customer behaviour provided the bank with the impetus to accelerate its digitisation process. Offerings such as digital Know-Your-Customer (eKYC) solutions and Digital SME Loans are currently in the process of being launched. To further adapt to the new consumer demand, the Bank is upskilling its contact centre staff to provide assistance to its customers on digital banking transactions and loan applications.

### Banking with Alliance BizSmart® Solution

According to the Department of Statistics Malaysia, SMEs contributed 38.9% to Malaysia's gross domestic product (GDP) in 2019. This is why Alliance Bank's BizSmart® Solution is important as it brings together a community of businesses,

**“Together with our partners, we have designed a digital ecosystem to help businesses in the areas of digital strategy and branding, accounting and supply chain systems, logistics and inventory management, demand generation and conversion, as well as digital banking services.”**



*Ms. Fozia Amanulla, Group Chief Business Development Officer*

enabling business owners to reach out to new customers, access relevant business solutions and resources, and manage operational expenses efficiently.

Ms Amanulla said that the Bank has enhanced and improved the BizSmart® Solution Portal to focus on the key areas needed to help SMEs continue to generate income and sustain the business. “Together with our partners, we have designed a digital ecosystem to help businesses in the areas of digital strategy and branding, accounting and supply chain systems, logistics and inventory management, demand generation and conversion, as well as digital banking services.”

The bank has hosted webinars on the portal and helped over 100 businesses accelerate growth. Businesses that plan to expand into the halal market can look to the bank's halal advisory partners who can help with the halal certification journey, or collaborate with businesses that offer complementary halal products and services.

“We will soon be launching more enhancements to the BizSmart® Solution portal, including a diagnostic tool that will help SMEs find the right solutions to digitize or resolve their current challenges,” commented Ms. Amanulla.

This year, Alliance Bank has launched BizSmart® eTrade, Malaysia's first mobile trade financing submission platform. BizSmart® eTrade allows the bank's business banking customers to submit their Bankers' Acceptance or Trust Receipts digitally



**“We continuously innovate to ensure our banking solutions are easily accessible to all and meet the needs of our community.”**

with same-day approval for transactions submitted before 12pm.

The Bank also introduced BizSmart® Mobile app to help business owners conveniently manage their account, payments, and collections, as well as approve transactions while on-the-go.

### **The Alliance Way**

The bank's multi-award banking solutions can be attributed to the Alliance Way, its differentiated customer engagement approach premised on the practice of empathy when meeting customers' needs. "This means having the right conversation

in the right context with our customers to gain a clear understanding of their challenges and goals. We adopt a fast, simple, and responsive approach in our engagements, to maximise value for our clients. Our desire to improve lives also extends to their family, employees, business partners, and customers," explained Ms Amanulla.

Ms. Amanulla summed up by saying, "We continuously innovate to ensure our banking solutions are easily accessible to all and meet the needs of our community. We want to ensure that we give our customers various options to interact with us, and digitisation allows customers to perform banking in a simple and convenient manner."