



AmBank Group

Media Release

30 October 2018

AmBank launches AMY, Malaysia’s first virtual financial assistant for customer service

AmBank Group officially launched its virtual financial assistant – AMY on 29 October 2018, as part of the bank's initiative to enhance the digital banking experience of its valued customers. AMY, an acronym of AmBank Malaysia, is integrated into AmBank's AmOnline mobile banking app which is available on App Store and Google Play.

“We are pleased to introduce AMY, the next frontier of customer service. The launch of AMY is indeed an important milestone for us as we continue our journey to revolutionize our customers’ banking experience. AmOnline has delivered the promise of “Easy. Simple. Fast.” to our online banking customers and AMY takes this to greater heights,” said Dato’ Sulaiman Mohd Tahir, Group Chief Executive Officer, AmBank Group.

Since the all-new AmOnline was launched to customers beginning June 2017, its registered user base has more than doubled and financial transactions performed online has multiplied by approximately 100 times. AmOnline is also the first online banking service available in three languages (English, Bahasa Malaysia and Chinese) on both the web and app versions. Over the past year, AmOnline has evolved from a transacting channel, to enabling application for new products or add-on services. For example, AmOnline’s Quick Apply capability allows application for Credit Card and Supplementary Cards, Balance Transfer and Quick Cash advance and more. Early next year, AmOnline’s DIY Wealth capability will be



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introduced to allow customers to invest and manage their Unit Trust portfolio online.

AMY's first release will see her assisting customers on credit card services. She can help activate a new card, reset a forgotten pin, arrange a temporary or permanent credit card limit increase, block a lost card and help customers pick the right credit card, amongst other card related services. AMY also features Smart Alerts to provide useful credit card related notifications.

"If you exclude information-only type queries that an FAQ can address, customers also call our contact center or visit our branches seeking service resolution. These require a human to perform simple to complex processing. When we designed the first release of AMY, we picked the most frequent reasons that credit card customers need service fulfilment from a human. Customers can expect to see AMY's repertoire expand to more credit card and non-credit card services in upcoming releases of AmOnline," said Jade Lee, Managing Director, Retail Banking, AmBank (M) Berhad.

"AmOnline sees at least one major release every three months to enrich the breadth of capabilities offered online. We are not just focused on how we can make everything that is available at a branch or contact center also available online, we are interested in creating an order of magnitude improvement in the customers' banking experience. We will also launch "challenger" financial solutions that are exclusively available online. Our objective is to see AmOnline on the phones of more and more Malaysians from our compelling propositions. In this first release, AMY will make it possible for customers to get things done in half the time or less. In the next few releases, AMY will get smarter with artificial intelligence" said Datuk Iswaraan Suppiah, Group Chief Operations Officer, AmBank Group.

Registered AmOnline customers can download the latest version of the app to experience AMY.



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About AmBank Group

AMMB Holdings Berhad is the holding company of AmBank Group and has been listed on the Main Market of Bursa Malaysia since 1988. It is the sixth-largest banking group by assets in Malaysia, with a market capitalisation of around RM11.6 billion and assets of RM137.9 billion at 31 March 2018.

AmBank Group is one of Malaysia's premier financial solutions groups with over 43 years of experience in supporting Malaysians in their economic development. AmBank Group offers a wide range of both conventional and Islamic financial solutions and services, including wholesale banking, retail banking, investment banking, underwriting of general insurance, life assurance and takaful, stock and share broking, futures broking, investment advisory and management services in assets, real estate investment trust and unit trusts.

The Australia and New Zealand Banking Group (ANZ) is the biggest shareholder in the AmBank Group with a 23.8% holding and provides support with Board and senior management representation, risk and financial governance, product offerings and new business developments. In the general insurance business, the Group has partnered with Insurance Australia Group Ltd (IAG). In the life assurance and family takaful businesses, the Group has a partnership with MetLife International Holdings Inc (MetLife). The Group benefits in terms of expertise transfer from IAG and MetLife.

For more information, please visit www.ambankgroup.com

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