

By **ONG HUEY ERN**
hueyern@thestar.com.my

THE Malaysia Unit Trust Week (Minggu Saham Amanah Malaysia, MSAM) 2024 took place from Aug 22 to 25.

Organised by Permodalan Nasional Bhd (PNB), it is the flagship financial literacy carnival that encourages investing habits, with this year's focus on empowering the youth.

At its exhibition booth during the MSAM launch, Amanah Saham Nasional Bhd (ASNB) discussed its recent collaboration with Emerico, resulting in the development of the ASNB All-in-one Mobile Tablet, powered by Emerico V3 Technology.

This product aims to solve several pain points of the current service setup encountered by ASNB staff and partner bank staff.

Traditional onboarding processes often face issues such as data entry errors, miscommunications and missing information.

The tablet improves customer onboarding and investment services by offering enhanced efficiency and user experience.

Addressing business challenges

The ASNB All-in-One Mobile Tablet effectively addresses these challenges by combining both hardware and software solutions provided by Emerico, integrating the ASNB core system with the mobile tablet.

On the hardware side, the V3 technology includes biometric technology and a card reader to securely verify customer details.

It also features a built-in point of sale (POS) terminal to handle debit card transactions for investment deposits.

On the software side, the tablet integrates seamlessly with ASNB's existing systems using Emerico's Alexis Software Solution.

This software helps manage customer onboarding, deposits, withdrawals, account updates and more, ensuring smooth and efficient operations.

Expanding customer reach

ASNB chief executive officer Muzzaffar Othman explained how the new technology aligns with the strategic objectives of ASNB.

"Our mission is to uplift the financial lives of Malaysians across the board," he said.

"Today, we have around 13 million customers and we need to reach more people. This new technology allows us to do just that.

He further elaborated on the need for mobility, "With the new generation, they don't stay in one place so we can't just open a branch and hope people will come in.

"Having a mobile device that can serve customers outside our branches, in malls, and other environments, will significantly help in increasing our number of portfolio holders and support our mandate towards uplifting financial lives."

ASNB chief operating officer Azlan Masood outlined the operational challenges addressed by the new device.

"When a team goes out to meet customers, they need a minimum of one laptop, one identity card

INNOVATING INVESTMENT

The Emerico-ASNB All-in-one Mobile Tablet streamlines customer onboarding and investment services



(From left) Azlan Masood, Muzzaffar, Izzat and Azlan Ashari pictured with the ASNB All-in-one Mobile Tablet during MSAM 2024.



An ASNB staff using the new tablet that will increase efficiency and portability of frontliners.



The previous setup was slow and dependent on a power supply. — Photos by GLENN GUAN/The Star

reader, one debit card reader and one printer.

"Moving forward, all these functionalities are integrated into a single unit. This helps minimise our operational footprint, especially when reaching out to underserved communities."

Implementation and vision

A key feature of the ASNB All-in-one Mobile Tablet is its patented Protective Sleeve, a technological innovation that provides an enhanced level of efficiency and portability.

This feature, patented in multiple countries, including Malaysia, China, Indonesia, Japan, South Korea, Germany, Vietnam, Thailand, Singapore and the Philippines, distinguishes the product from its competitors.

"Using V3 Technology, with its all-in-one capability, frees our sales staff from the bulky setups of the past, allowing them to reach more customers more effectively," explained Muzzaffar.

"Today, our current service setup is mobile, but it is a bit bulky and requires actual power.

"With V3 Technology, we will

have a battery-powered device that enables us to bring the service directly to the customer without being tethered to a power supply," he further elaborated.

Emerico chief executive officer Azlan Ashari shared similar sentiments, "Emerico V3 Technology enhances the functionality of the ASNB All-in-one Mobile Tablet by integrating biometric technology and a card reader for electronic verification of customer details.

"This advanced system delivers unparalleled precision in verifying customer identities and integrates seamlessly with ASNB's core system.

"The deployment of the V3 series aligns with ASNB's vision of a future-ready investment environment.

"This product not only meets the current demands of digital transformation but also paves the way for continuous innovation and improvement in customer service."

The implementation process will be phased, beginning with front-line sales teams and eventually extending to all branches and bank partners.

Azlan Masood elaborated, "We have different roles for our teams on the ground—some are pure sales, some are pure advisory, and some are a combination of both.

"We have to secure the device and ensure it adheres to security and regulatory requirements before rolling it out."

"We have to ensure it adheres to security and regulatory requirements before rolling it out."

The simplification of the user interface and integration of all essential functions into a lightweight device significantly enhance the user and customer experience.

This initiative underscores ASNB's commitment to elevating lives through digitalisation.

Overcoming challenges

Every technological advancement comes with its set of challenges. The development of the ASNB All-in-one Mobile Tablet was no exception.

Izzat shared some insights into the challenges faced during product testing, it took multiple

rounds of testing and evaluating each segment in isolation before the final iteration could come together.

"We performed rigorous testing of multiple integrated platforms. We evaluated each component—payment, biometric, and software—vigorously and harmonised the best systems together.

"This resulted in a device that meets our stringent requirements for functionality and reliability."

Driving force behind change

Looking ahead, both ASNB and Emerico are optimistic about the impact of their collaboration. Muzzaffar stated, "If the device works well in our current testing phase, we plan to roll it out to our 33 branches and potentially 2,600 branches of our bank partners.

"This will increase our reach and hopefully encourage more Malaysians to invest."

Azlan Ashari concluded, "This collaboration reflects Emerico's vision of driving national digital transformation across Malaysia.

"By working closely with ASNB, we aim to make digitalisation accessible and effective for institutions across the country."

The ASNB All-in-one Mobile Tablet, developed through the collaboration between ASNB and Emerico, represents the transformative potential of advanced technology in investment services.

This innovative solution potentially sets the scene for a new industry benchmark.

The tablet highlights ASNB's leadership in embracing technological enhancements and underscores the importance of digital transformation in driving continuous improvement and innovation in customer service.

This partnership serves as a testament to the commitment of both ASNB and Emerico to deliver unparalleled value and drive national digital excellence.

Azlan Ashari discusses the strategic importance of the collaboration, noting, "For Emerico, this partnership represents a crucial step in driving national digital transformation across Malaysia.

"We aim to make digitalisation accessible and effective for institutions across the country."