

Maybank Launches First ‘Phygital’ Signature Branch to Serve 1.5 Million Residents of Bukit Jalil

- Offering Top-Tier Personalised Banking Experience for individual and commercial clients

Maybank announced the launch of its first-of-a-kind Signature Branch, a fusion of physical and digital ‘Phygital’ concept located at Pavilion Bukit Jalil. The new concept branch is aimed to deliver efficient and seamless banking services to some 1.5 million residents, especially in Bukit Jalil and its surrounding areas offering a comprehensive range of services combining “all-in-a-bank” for both individual and commercial clients.

The Maybank Pavilion Bukit Jalil branch, operational since early May this year, serves as a comprehensive and inclusive one-stop centre catering to a diverse range of customers. It seeks to elevate and modernise Maybank’s extensive array of services, encompassing retail banking, wealth management, and commercial banking inclusive for both SMEs and corporates.

The branch also provides a dedicated hub for aspiring young entrepreneurs, SMEs, and corporate clients alike, reaffirming Maybank’s commitment to supporting and nurturing businesses of all sizes.

Speaking during the launch, **Dato’ Khairussaleh Ramli, Maybank Group President & CEO** said, “We are honoured to introduce this first-of-a-kind Signature Branch to our customers as we believe that it will elevate their banking journey by combining intuitive technological applications through our platforms in the branch coupled with a team of dedicated customer service officers.”

As one of the leading banks in ASEAN and supported by its mission to Humanise Financial Services, Maybank has always strived to push the bar to deliver superior customer experience with hyper-personalised solutions, to keep up with the rapidly changing environment and consumer behaviour.

Maybank’s Signature Branch is poised to elevate the Group’s journey from Good to Great through the integration of advanced technologies and digital advancements into a physical branch in line with Maybank’s primary focus to enhance customer experience.

This includes providing a shorter waiting time through Straight-through-Processing (STP) capabilities, enabling seamless account on-boarding as well as facilitating SME loan applications digitally.

The modernisation is deeply rooted in Maybank’s M25+ strategy to intensify customer centricity, focusing on reimagining its customer’s journey as well as accelerating digitalisation and technology modernisation to allow integration of ecosystems within and beyond banking.

Spanning five storeys, the new Signature Branch caters to the diverse needs of customers and the community in the vicinity for an array of diverse and multiple banking services offering them a seamless, immersive, and personalised experience.

The Digital Lounge on the first floor allows customers to enjoy faster servicing times for online transactions and account on-boarding processes through Maybank platforms. The virtual engagement rooms will offer customers personalised and private sessions with the bank officers to understand more about Maybank's products and services offerings.

In the spirit of championing sustainability and Diversity, Equity and Inclusion (DEI), the Signature branch also aims to support greater gender financial inclusion, providing a platform for women entrepreneurs and professionals to strengthen their financial well-being via enhanced financial advisory and personalised wealth management services as well as networking opportunities to exchange ideas and foster meaningful relationships.

The Premier centre also offers Digital Wealth and Advisory Wealth Planning Services for an innovative and holistic solution to manage customers' wealth as well as an advanced virtual platform allowing customers to connect with global experts from leading financial minds, using Maybank's virtual interface.

Premier customers will have access to private pods and rooms, ensuring privacy and comfort, for both private transactions and networking purposes. This also includes Maybank's exclusive market insights and lifestyle experience events in addition to direct access from a dedicated parking space at the basement and facial recognition at the point of entry.

The Commercial Banking Centre meanwhile is specifically designed to equip the busy entrepreneurs with facilities that will allow the corporate customers immediate and convenient access to reach out to Maybank officers all around the region.

"We strongly believe these initiatives will revolutionise the way we conduct our business, especially in the advent of rapid technological advancements and addressing the needs of more discerning customer preferences," said Dato' Khairussaleh.
