

CATEGORIES OF RECOGNITION

No	Categories of Recognition	Description of the category
1	INNOVATION RECOGNITION AWARD	Creation of an innovative technology, product or service which has led to improvements in services or products.
2	TRANSFORMATION RECOGNITION AWARD	A practice that has resulted in improvement of the overall effectiveness, efficiency, and success of the organization.
3	CUSTOMER SERVICE RECOGNITION AWARD	Organizations that have implemented successful customer service strategies which are able to meet customers' expectations in terms of delivery and quality of service.
4	CONTINUOUS IMPROVEMENT RECOGNITION AWARD	Organizations that are in a never-ending effort to expose and eliminate root causes of problems. It usually involves many incremental steps towards improvements rather than one overwhelming innovation.
5	STRATEGIC COMMUNICATION RECOGNITION AWARD	Organizations that have pushed the boundaries when it comes to their communications strategy in order to ensure they truly engage with their members using various communication channels.
6	INFORMATION TECHNOLOGY RECOGNITION AWARD	Organizations that run their business using effective and reliable technologies that are essential to drive efficiency and productivity, and improve organizational outcomes and performance.
7	INSURANCE COVERAGE RECOGNITION AWARD	Insurance and social security schemes that have developed their proposition with a clear focus on retirement, health and meeting members' needs.
8	FINANCIAL LITERACY RECOGNITION AWARD	Organizations that have introduced and provide advisory services on financial literacy and retirement planning to address issues on adequacy of members' savings for retirement.

WRITE UP TEMPLATE

CATEGORY	:	Transformation Recognition Award
ORGANIZATION	:	Employees Provident Fund (EPF) Malaysia
CONTACT PERSON	:	Name : Ong Hock Chye Contact Number : +60326162340 Name : Nur Aida Mustaffa Contact Number : +60326162202
NAME OF PROJECT	:	Omni Channels
OBJECTIVE AND NATURE OF PROJECT	:	i. To increase the level of efficiency of the delivery system. ii. To enable members have access on their Account Information at real time, without having to be present at the EPF office. iii. To gradually shift the customers from face-to face to self- service. iv. To minimize errors and data entry processes by outsourcing the tasks. v. To enable seamless integration by collaborating with third-parties. vi. To prevent fraud.
WHY IT SHOULD BE RECOGNISED	:	i. Unique/ out-of-the-box approach (original or adaptation). EPF Omni Channels is a combination of personal service and self-service provided to members and employers. It started with an online project that introduced myEPF Portal i-Akaun in 2005, which was a radical innovation to EPF. In fact, it was Malaysia's first project among government agencies and statutory bodies on e-government efforts. ii. Catering needs of all generations and needs: With the wide range of products and services in various channels, the EPF members from all generations can choose the suitable service channels for them iii. Free service: All services offered are free for members and employers. Kiosks are available at third-party premises and fully funded by them. iv. Adopt third-party facilities: Resulting from the Blue Ocean approach and strategic relationships with third parties, the EPF has tremendously improved the service performance and utilize the facilities and third-party platforms to provide even greater services experience to all members, be it rural or urban areas. v. Lean Management: Shorten the application/payment processes, automate manual processes and reduce the use of the forms vi. Interactive Communication: Improve communication with members and employers using online interactive communication concept. This allows the customers to be more cautious of their account status and avoid misunderstandings with the EPF. vii. Significant success in fulfilling the initiatives: a. The percentage of EPF Statement generated at EPF counters has declined by 15% in 2014 (764,467) as compared to 2013 (900,676). This is an advantage for EPF to fully optimize other services at the counters. b. The percentage of EPF Statements generated via kiosks has dropped by 9% in 2014 (3,163,633) as compared to 2013 (3,514,819).

		c. The i-Akaun members has increased by 17.28% in 2014 (1,224,107) as compared to 2013 (1,043,727) and so does the i-Akaun Majikan from 43,955 in 2013 to 307,186 in 2014. viii. Collaboration with third parties has enabled seamless integration that verifying of data becomes faster, simpler and secured.
SUMMARY OF THE PROJECT	:	This initiative aims to expand more benefits, convenience, satisfaction and well-being to the customers. With Omni-Channels, EPF customers are able to reach out to EPF service chain, starting from member and employers registration, contribution payment, withdrawal, print statements and enforcement via personal service and self-service facilities. Omni Channel service offers a wide range of products that are free, fast and secured: Self Service i. myEPF Portal (i) ii. Mobile App (iOS and Android) iii. Kiosk 150 units in 67 branches iv. Kiosk (1,510 units) at 23 premises of third party v. Kiosk Costs (14 units) Personal Service i. Contact Centre ii. Mobile Team iii. Mobile Office for Employer Management (2015 : Klang Valley) iv. Retirement Advisory Services (RAS) in Petaling Jaya, Kuala Lumpur, Seberang Jaya and Johor Bahru <u>The benefits:</u> For EPF: i. Improve productivity and quality of human resources ii. Reduce data input errors iii. Automate work processes iv. Verify information directly from the original source ie government agencies, universities, colleges and hospitals v. Leverage on third-party facilities without additional operating costs to the EPF vi. Reduce customer complaints vii. Prevent fraud For the employers: i. Review members' account information for their financial management purposes at anytime and anywhere ii. High Level Security Transaction iii. No forms required - hassle-free. iv. Be informed on the application result via online and SMS

		v. Direct credit withdrawal payment to member's account vi. Prevent fraud For third parties: (i) Reduce cost and process time of loan application using EPF statement as supporting documents. Latest EPF statement can be obtained at any EPF Kiosk (ii) Increase target loans for commercial application.
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