

4<sup>th</sup> December 2017

MEDIA RELEASE 1:

## **PENANG CHIEF MINISTER LAUNCHES PBAPP'S NEW 24-HOUR CALL CENTRE (TEL: 04 255 8 255)**

- **Location: Level 58, Komtar, Penang.**
- **Set-Up: Fully out-sourced facility managed by TM ONE, the complete business solutions arm of TM, featuring the latest technology.**
- **Key Objectives:**
  1. **Continuous improvement in customer services;**
  2. **Benchmarking with international call centre standards;**
  3. **Compliance with SPAN key performance indicators;**
  4. **Cost savings; and**
  5. **Customer satisfaction.**

PENANG, Monday (4/12/2017): Penang Chief Minister YAB Tuan Lim Guan Eng launched a new Perbadanan Bekalan Air Pulau Pinang Sdn Bhd's (PBAPP) 24-hour Call Centre in Komtar today.

YAB Tuan Lim congratulated PBAPP for setting up the improved call centre, a fully out-sourced facility that is managed by TM ONE, the complete business solutions arm of Telekom Malaysia Berhad (TM).

"We must remember that PBAPP is Penang's water supplier; and water supply is a 24/7 public service. Every day, 1.72 million people and all the businesses in Penang, including multinational manufacturing operations and 5-star hotels and resorts, expect good quality treated water from PBAPP.

"If their water supply is interrupted, they want to know 'why'; 'what' PBAPP is doing about it; and, 'how long' it will take for PBAPP to normalise water supply services," he said at the launching ceremony at Level 3, Komtar.

Also present at the launching ceremony were Penang Deputy Chief Minister I, YB Dato' Haji Mohd. Rashid bin Hasnon; Deputy Chief Minister II, YB Prof. Dr. P. Ramasamy; State Secretary YB Dato' Seri Farizan bin Darus; State Executive Councillors YB Tuan Lim Hock Seng, YB Dato'

Abdul Malik bin Abul Kassim and YB Tuan Phee Boon Poh; as well as the Directors of PBA Holdings Bhd (PBAHB) and PBAPP. The PBAHB and PBAPP management team was led by Chief Executive Officer (CEO) Dato' Ir. Jaseni Maidinsa while the key representative from TM ONE was Encik Nizam Arshad, Chief Technology Officer.

### Keeping in Touch with Water Consumers

YAB Tuan Lim noted that PBAPP had launched 3 key channels of communication to stay in touch with water consumers in Penang:

- The “myPBA” mobile app for smart phones and tablets, launched in February 2017. “myPBA” is the first app in Malaysia that allows Penang water consumers to settle their water bills via connected smart devices. Available for download from the “Apple App Store” and the “Google Play Store”, “myPBA” also keeps users updated on the latest water supply information and notices when they are on-the-move;
- Frequent postings in the “PBAPP Penang” Facebook page to share information with the public, 24/7, via the popular social media platform; and
- The new 24-hour Call Centre that is more technologically advanced, strategically located and cost-efficient.

“In fact, PBAPP is also proactively providing accurate information to the public on water supply issues, such as ‘Penang Dam Levels’, ‘Sungai Muda’, ‘Logging in Ulu Muda’ and the ‘Sungai Perak Raw Water Transfer Scheme’ that has been delayed by the Federal Government.

“At the same time, PBAPP is promoting water saving tips and water saving devices, to encourage the people to conserve water at home and lower Penang’s high per capita domestic consumption,” YAB Tuan Lim said.

Tel: 04 255 8 255 for PBAPP assistance

PBAHB and PBAPP CEO Dato' Ir. Jaseni Maidinsa said PBAPP had been publicising its new 24-hour Call Centre contact number (04 255 8 255) since May 2017.

He said the number change was necessary because PBAPP had fully out-

sourced its call centre services to TM ONE.

“The new call centre is a fully out-sourced facility. It is equipped with a TM ONE Contact Centre solution and manned by TM ONE personnel.

“All the centre’s operational components, including technologies, facility management services and training, are managed by TM ONE,” Dato’ Ir. Jaseni said.

However, he said, PBAPP’s consumer data security is guaranteed in the PBAPP-TM ONE operational agreement.

“Security, in this sense, includes state-of-the-art data and network security features, physical security and data centre security. The scope of the multi-level security provided is in line with Malaysia’s Personal Data Protection Act 2010,” he added.

He cited 5 key reasons for the establishment of the new PBAPP 24-hour Call Centre:

- a. Continuous improvement in customer services, in accordance to PBAPP’s ISO 9001:2015 commitment;
- b. Benchmarking the PBAPP 24-hour Call Centre’s services to the international “Customer Operations Performance Centre” (COPC) standards, via the collaboration with TM ONE;
- c. Continuing compliance to the key performance indicators (KPIs) set by the National Water Services Commission (SPAN) for attending to customer complaints. PBAPP’s customer base grew by 23.8%, from 476,179 registered water consumers in 2008 to 589,797 consumers in 2016;
- d. Cost savings over a 10-year period through out-sourcing, instead of upgrading PBAPP’s previous call centre that had been operational in the period 2002 - 2016; and
- e. Customer satisfaction through the provision of precise and timely information to consumers, who are likely to call PBAPP only when they need advice, assistance or information.



**PBA**

Perbadanan Bekalan Air  
Pulau Pinang Sdn Bhd  
(475961-X)

Memenuhi segala keperluan bekalan air anda

*Meeting all your water supply needs*

“We would like to assure our customers that PBAPP will always strive to be friendly, caring and responsive,” Dato’ Ir. Jaseni said.

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