

02/04/2001

OCBC confident despite threat of US slowdown

THE OCBC Bank is confident of its prospects in Malaysia despite the impending US slowdown.

The bank is confident it can withstand the slowdown, which some believe may also affect the region.

OCBC Ltd vice chairman and group chief executive officer, Alex Au yesterday said Malaysia's pre-emptive measures, worth about RM3 billion, as announced by Prime Minister Datuk Seri Dr Mahathir Mohamad recently would help counter the slowdown.

To survive and stay ahead, the determining factor was constant upgrading of business software, customer-centric product designs and customer-friendly service.

"As banking products are increasingly commoditised, superior customer service is the only differentiating factor in inspiring customer loyalty and patronage.

"Towards this end, I am delighted to note that OCBC Malaysia is definitely on the right track," he said when launching its Malacca branch's reconfigured office which includes a 24-hour self-service banking lobby and the bank's fifth premier world centre.

OCBC Bank (M) Bhd director and chief executive officer, Albert Yeoh said the two features were part of the bank's services for customers.

"The self-service lobby provides a hassle-free way for customers to perform transactions at any time of day," he said.

The premier world centre, on the other hand, offers personalised services which cater to members' depository, financing and investment needs.

OCBB Bank (M) Bhd, which was locally incorporated on April 13, 1994, is one of the largest foreign banks in Malaysia with a loan size in excess of RM14 billion, a capital base of RM1.7 billion and total asset size of more than RM20 billion.

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