

# HSBC M'sian service centre group's largest

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THE HSBC Electronic Data Processing (M) Sdn Bhd, located in Cyberjaya, is the largest in size of the seven Group Service Centres (GSCs) currently operated by the HSBC group. In time, it would also be one of the largest in functionality, said HSBC Bank Malaysia Bhd deputy chairman and chief executive officer Zarir J. Cama.

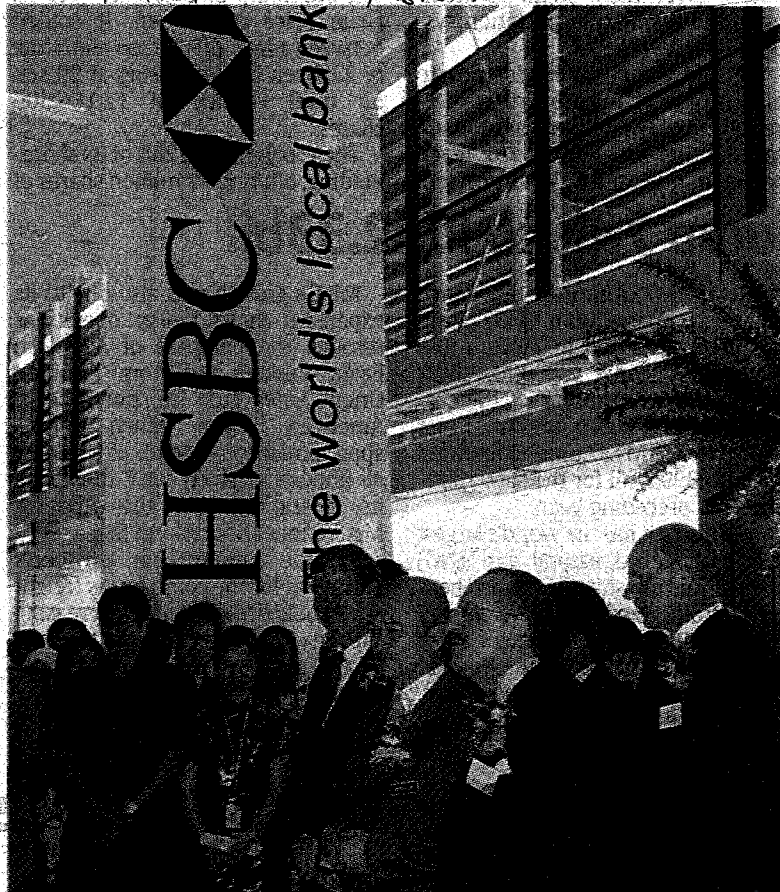
The Malaysian GSC, officiated yesterday by Prime Minister Datuk Seri Abdullah Ahmad Badawi, has in excess of 200,000 sq ft of office space and seats up to 1,900 staff per shift.

Staff facilities include coffee bars, Internet kiosks, a 500-seat cafeteria, two language labs, seven learning centres and 14 training rooms.

The centre, operating round the clock, supports the group's businesses in New Zealand, Australia, Singapore, Taiwan, Britain and the United States.

It undertakes back office global processing functions for the group, such as account opening and closing, customer calls, payments, trade, credit cards and mortgage processing. Its first process, credit management queue (CMQ) for HSBC UK, went live on April 30. To date, a total of 24 processes have been migrated to the centre.

"When we moved over from the temporary site located just across the road on Dec 26, we had 400 staff members. Today, we have 1,150. The GSC recruits about 150 a month with the average age of the employees at 26 years," Cama said.



Datuk Seri Abdullah Ahmad Badawi touring the HSBC building after launching HSBC Electronic Data Processing centre in Cyberjaya. On Abdullah's left is Zarir J. Cama. — BERNAMAPIC

Cama said HSBC chose Malaysia for its GSC for various reasons, most importantly, its "warm, friendly, hard-working, well-educated and

linguistically talented" people, and a high quality technical infrastructure that was crucial to operations of its kind.