

# 8-minute service

> StanChart will give RM1 to charity for every customer not served within time

BY EVA YEONG  
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In a bid to improve customer service, Standard Chartered Bank Malaysia Bhd (StanChart Malaysia) has pledged to contribute RM1 to charity for every customer not served within eight minutes.

The "8-Minute Service Pledge," which runs until the end June, will see the bank committing to a minimum standard of service across its 38 branches for teller-counter transactions.

StanChart Malaysia country head of consumer banking Tiew Siew Chuen said it

tracked teller transactions over the last few months and 87% of the transactions met the eight-minute standard.

She said records showed that most customers only needed to wait one to two minutes to be served.

"The 8-Minute Service Pledge is one of our many initiatives to improve our service turnaround time as we strive to become the best international bank," Tiew said at the launch of the new campaign here last Thursday.

The service pledge starts from the time a customer retrieves a queue ticket from the advanced queuing system

in the branch to the moment the customer's queue number appears on the LCD screen showing the current number.

The queuing system automatically tracks the duration of the customer's waiting time and alerts the respective tellers when the eight-minute time limit has been exceeded.

Customers can also check the time against the clock on the LCD screen as well as the time-stamp on the queue ticket.

At the end of the campaign, the total proceeds would be channelled towards supporting four of the bank's sustainability efforts in Malaysia namely 'Seeing is Believing', 'Living with HIV', 'Environment' and the 'Financial Literacy Programme'.



Horie (left) receiving a mock cheque from Yeap. Looking on are Rosmah and Noorainee.

## eCosway donates to Japan

BY PAULINE WONG  
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**ECOSWAY.COM** recently donated US\$100,000 (RM301,300) to support relief efforts in disaster-hit Japan.

The donation is part of Berjaya Group's contribution of US\$300,000 (RM903,900) to a RM2.5 million fund raised by the Association of Wives of Ministers and Deputy Ministers (Bakti).

The donations were presented by Bakti president and prime minister's wife Datin Seri Rosmah Mansor and Cosway Malaysia Sdn Bhd director Yeap Dein Wah, to Japanese ambassador to Malaysia, Masahiko Horie.

"The Japanese government is doing all it can to recover and control the damage from the Fukushima Daiichi nuclear power plant.

"I believe my people will live to overcome this tragedy and difficulties faced in the past three weeks, and I believe that we will

be able to do it with the support of our Malaysian friends," said Horie at the presentation ceremony last Wednesday.

Among the companies which contributed to the fund were 7-Eleven Malaysia Sdn Bhd and Bermaz Motor Sdn Bhd, which donated US\$100,000 each.

Bakti contributed RM100,000, while the welfare organisation of the wives of Selangor Barisan Nasional leaders, Kasih, donated RM10,000.

Other companies which donated were SP Setia Bhd, Yayasan Al-Bukhari, Pan Malaysian Pools Sdn Bhd, Selangor Turf Club, Penang Turf Club, Lembaga Totalisator Malaysia, Eu Yan Sang Sdn Bhd, and Limkokwing University of Creative Technology.

Present were Bakti deputy president Puan Sri Noorainee Abdul Rahman and Berjaya Corp Bhd CEO Datuk Robin Tan, who presented the mock cheque from 7-Eleven to Horie, and Bermaz Motor CEO Datuk Ben Yeoh.

## Charity with a sweet twist

**KRISPY Kreme** donuts is collaborating with Mercy Malaysia on a donation drive with a sweet twist – from now until April 15, for every purchase of a dozen or half-dozen Krispy Kreme donuts, RM2 will go towards the Mercy Malaysia Japan Earthquake Relief Fund.

Berjaya Krispy Kreme Sdn Bhd general manager Alex Chong Kok Hwa, said: "This is our first collaboration with Mercy Malaysia and we are fortunate that we are part of the team that will aid the victims of the earthquake and tsunami in Japan."

"We will be working in partnership with Mercy Malaysia by having a special charity drive in the first two weeks of April, and we urge all Malaysians to play a part in making a difference to the lives of those affected by this disaster."

Chong said if required, Krispy Kreme is ready to extend the donation period to do all it can to support and help in the recovery and rebuilding efforts of Japan after the disaster.

"I hope that through our



Chong and Juanita at the signing of the agreement.

delightful melt-in-your-mouth doughnuts, our fans and fellow Malaysians will come together and support this initiative," he said.

Mercy Malaysia communications and fundraising general manager Juanita Johari said: "Berjaya has always been a strong supporter of Mercy Malaysia and we are looking forward to join forces with Berjaya again for this initiative."

This charity drive initiative will be ongoing at all Krispy Kreme outlets in Kuala Lumpur, namely at Berjaya Times Square, Mid Valley Mega Mall, Sunway Pyramid and Plaza Shah Alam.

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