



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

MGT666 I INDUSTRIAL TRAINING REPORT 12 TH AUGUST 2024 – 24TH JANUARY 2025



Maybank

MALAYAN BANKING BERHAD

AINA ATHIRAH BINTI ADNAN

2022976652 | BA242 6B

FACULTY BUSINESS AND MANAGEMENT | SEMESTER 6

ADVISOR'S NAME:

DR AINAA IDAYU BINTI ISKANDAR

SURAT KEBENARAN

Tarikh : 20/1/2025

Kepada :

Penyelaras Latihan Praktikal
Fakulti Pengurusan Perniagaan
UiTM Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

No Tel : 06-285 7119 / 7190 / 7196

Email : praktikalfppmelaka@uitm.edu.my

Tuan/Puan

Maklumbalas (/)



Setuju



Tidak Bersetuju

KEBENARAN UNTUK MEMUAT NAIK HASIL LAPORAN PELAJAR LATIHAN INDUSTRI SEBAGAI "PUBLIC ACCESS" DI REPOSITORI UITM

1. Merujuk perkara di atas, pihak organisasi bersetuju / tidak bersetuju pihak universiti memuat naik hasil laporan pelajar latihan industri sebagai "public access" di repositori UiTM.

Nama Pelajar	AINA ATIKAH BINTI ADNAN		
No. Matriks	2022876652	Nama Program	BA202
Tajuk Laporan	INDUSTRIAL TRAINING	Nama Syarikat	MALAYAN BANKING BERHAD

2. Tindakan ini adalah di bawah tanggungjawab dan kesedaran penuh oleh pihak organisasi.

3. Sekiranya terdapat sebarang masalah atau kebocoran maklumat sulit pihak organisasi tidak boleh mengenakan sebarang tindakan undang-undang kepada pihak universiti.

Yang Benar



.....
Nama Pegawai : JUANA BINTI AB MAJID (027404)
Jawatan : BRANCH MANAGER
No. Tel. : MAYBANK
No. Faks : AYER KEROH, MELAKA

Cop jabatan/organisasi:

MAYBANK
Ayer Keroh SSC
No. G-6, Kings Hotel
Lebuh Ayer Keroh
75450 Melaka.
Tel: 06-2327888
Fax: 06-2328008



Executive Summary.

This report provides a detailed summary of my internship at Malayan Banking Berhad (Maybank) Ayer Keroh branch. It explains the organization's background and describes the tasks I performed during the internship, from August 2024 to January 2025. The purpose of this report is to share what I learned, the skills I developed and how this experience has helped me grow both personally and professionally.

During the internship, I worked mostly in the Credit Department. My main tasks included collecting data, helping customers with their problems and making customer calls. These responsibilities allowed me to gain real world experience and improve my communication and problem-solving skills. I also got to see how the department operates on a daily basis, which gave me a better understanding of how a bank works. The goal of this internship was to apply what I've learned in my studies to practical work. It helped me develop important skills like time management, paying attention to details and working as part of a team. This experience has also helped me feel more confident about handling professional tasks in the future.

In summary, I am very thankful to the team at Maybank for their support and guidance during my internship. Their advice and encouragement made this experience truly valuable. The knowledge and skills I gained will be helpful for my future career and this internship has prepared me to take on challenges in the banking and finance field with confidence.



Table of Contents

Executive Summary.....	1
Acknowledgement	2
Student's Profile	3
Company's Profile	5
Training's Reflection	13
Issue.....	14
SWOT Analysis	15
Discussion and Recommendation	16
Conclusion	24
References	25
Appendices.....	26



Acknowledgment

I would like to extend my sincere gratitude to everyone who supported me throughout my internship and the preparation of this report. Their guidance and encouragement were invaluable during this journey. First and foremost, I would like to thank my advisor, Dr. Ainaa Idayu binti Iskandar for her unwavering support, insightful feedback, and mentorship. Her dedication and expertise significantly enhanced my learning experience and were crucial to the successful completion of this report.

I am also deeply grateful to my family for their constant love, understanding and encouragement. Which provided me with the strength to stay focused and overcome challenges during this period. Finally, I would like to express my heartfelt thanks to my manager, Puan Juana binti Ab Majid and the staff at Maybank Ayer Keroh, for their invaluable assistance and guidance during my internship. Their support greatly enriched my learning experience and helped me grow professionally.

Updated Resume



AINA ATHIRAH BINTI ADNAN

SUMMARY

As a motivated finance graduate with a Bachelor of Business Administration in Finance from UITM Bandaraya Melaka, I have gained valuable experience through internships and academic projects. These experiences have equipped me with the ability to thrive in fast-paced environments. I am now eager to apply my skills and knowledge to make a meaningful contribution to the finance team.

EDUCATION

UNIVERSITI TEKNOLOGI MARA, KAMPUS BANDARAYA MELAKA, MELAKA (Expected Graduate)

Bachelor of Business Administration (Hons) Finance

- CGPA: 3.31

UNIVERSITI TEKNOLOGI MARA, KAMPUS RAUB, PAHANG

Diploma in Banking

2019-2022

- CGPA: 3.63

WORK EXPERIENCE

Malayan Banking Berhad (Maybank) - Ayer Keroh, Malacca
Sales Assistant (Intern)

Aug 2024 - Jan 2025

- Providing assistance to customers with the Mae application, ensuring they can navigate and use the app effectively.
- Assigning the appropriate queue number to customers based on their specific requirements.
- Developing skills in data mining techniques for better data analysis and application.
- Understanding the eligibility criteria, documentation, and procedures involved in applying for a credit card.
- Reaching out to potential customers through calls to introduce and offer suitable credit card products, addressing their queries, and encouraging applications.

UTS, Marketing Solutions, Kuala Lumpur

April 2022- Jun 2022

- Telemarketer Executive
- Build relationship with customers, identify their needs, and communicate product benefits.
- Meet or exceed sales targets by consistently achieving or surpassing call quotas.

Dayang Cookies Sdn Bhd, Selangor

July 2019 - Aug 2019

- Prepare and bake a variety of baked goods such as
- bread, cookies, and cakes according to recipes and production schedules
- Ensure the quality and consistency of baked products by adhering to food safety and sanitation standards.

AWARD AND ACHIEVEMENT

- Dean's List Award, Semester 2, UITM, Bandaraya Melaka
- Band 4, Malaysia University English Test (MUET)



INVOLVEMENTS WITH UITM, KAMPUS BANDARAYA MELAKA

- MASMED Young Entrepreneur (MyEnt)
- Participated in Newcaster Competition
- Webinar: Invest Like a Pro- Technical Approach to Investing by RHB Group
- Technical Analysis Webinar by CGS-CIMB
- Webinar Professional Image in Hospitality Industry Program, CEO Grand Swiss-BellHotel Melaka
- Webinar Social Etiquettes & Dining Manners
- Seminar Traders & Investors Day in Melaka by CGS-CIMB

SKILLS AND LANGUAGE

Malay : Native Language
English : Highly Proficient

Microsoft Office : Advance
Chart Nexus Software : Basic
Canva : Advance

REFERENCES

Cik Nurhaslinda binti Hashim
Senior Lecturer
Faculty of Business & Management
UITM Bandaraya Melaka

Encik Amirudin bin Mohd Nor
Senior Lecturer
Faculty of Business & Management
UITM Bandaraya Melaka



Company's Profile



Maybank

Company Name: Malayan Banking Berhad

Location: No. G4 & G6, Lebuhraya Ayer Keroh, 75450 Ayer Keroh, Malacca

Operation Hours: 9:30 AM – 4:00 PM
(Saturday and Sunday: Closed)

Maybank, founded in 1960, was created to tackle the shortage of accessible financial services in Malaya after it gained independence in 1957. At a time when foreign banks were widespread, Tan Sri Khoo Teck Puat had a vision for a local bank that would cater to all Malaysians, especially those living in rural areas.

Often referred to as the “coffee-shop bank” due to its strategy of setting up branches in small shop lots, Maybank expanded swiftly, opening 67 branches within just two years, including its first international branch in Singapore. Remaining committed to its mission of “Humanising Financial Services,” Maybank has emerged as a leader in regional banking, promoting financial inclusivity and accessibility for everyone.

Vision: To be a leading regional financial services provider and a trusted leader in the banking industry.

Mission: Maybank is committed to **humanising financial services** across Asia. This means providing accessible, inclusive, and customer-centric banking solutions that cater to the diverse needs of individuals and businesses. By prioritizing affordability, convenience, and reliability, Maybank aims to empower communities and drive economic growth across the region.

With a commitment to prioritizing people, Maybank constantly works to transform banking into a positive and meaningful experience for everyone.



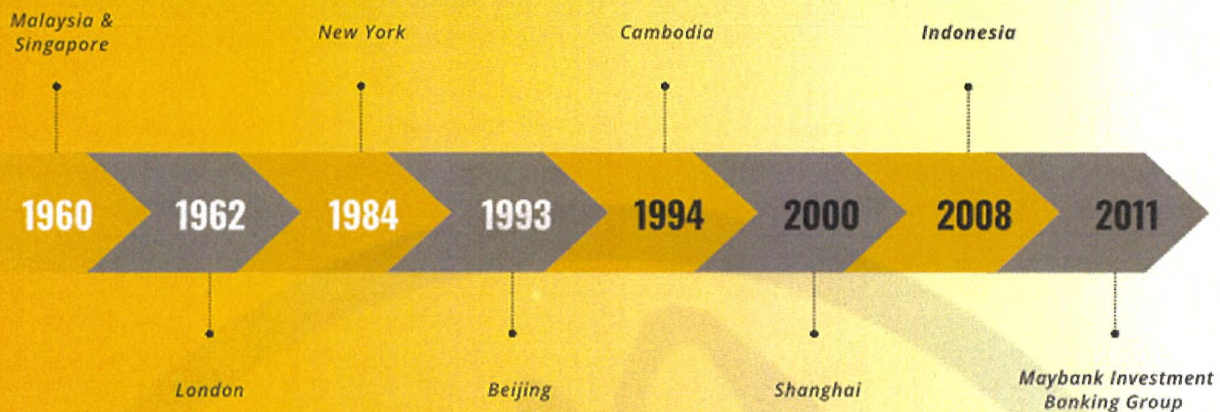


Figure 1: Maybank's Milestones

Objective

1. Making Financial Services Accessible:

Ensuring that banking is inclusive, affordable and tailored to meet the needs of all customers while prioritizing convenience and reliability.

2. Supporting Communities:

Empowering individuals, small businesses and corporations by offering financial solutions that promote economic progress and resilience.

3. Establishing Regional Leadership:

Strengthening its presence as a top financial institution in Asia through expansion and innovative products and services.

4. Encouraging Sustainability:

Upholding responsible banking practices that address social and environmental challenges while contributing to sustainable development.

5. Customer-Focused Solutions:

Building strong, lasting relationships with customers by delivering personalized services and a seamless banking experience.



Goals

Maybank is dedicated to strengthening its leadership in the region, enhancing customer service, embracing digital technologies, fostering sustainability, inclusivity and equipping its workforce for the future. These goals aim to ensure consistent growth, deliver improved experiences for customers and achieve long-lasting success in the competitive banking landscape.

Organizational Chart

Maybank Ayer Keroh Organizational Chart as at January 2025

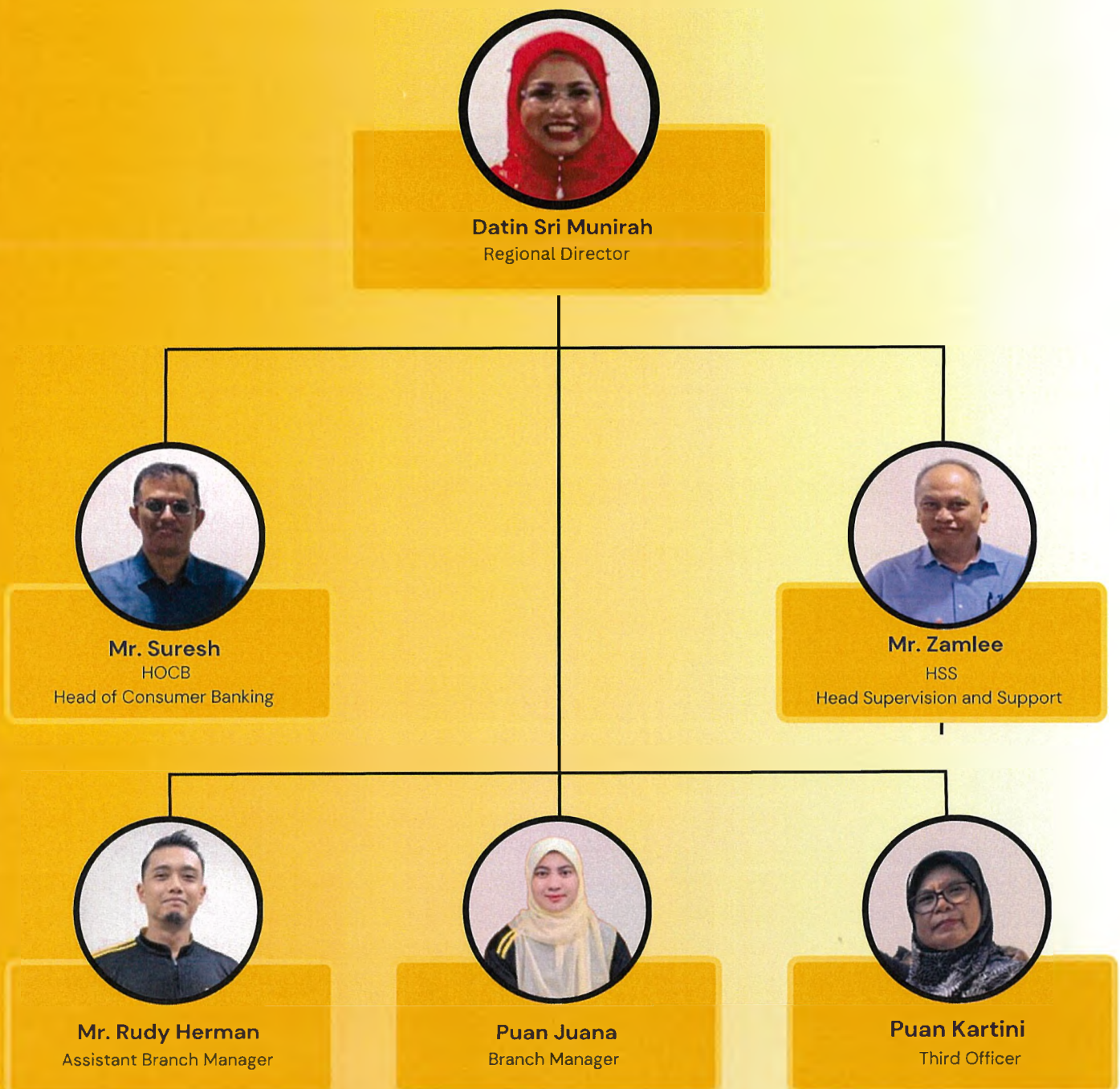


Figure 2 : Maybank's Ayer Keroh Organizational Chart



Products and Services



Saving Account



SAVINGS ACCOUNT-I

- Savings based on the contract of Commodity Murabahah (cost-plus-sale) with minimum deposit RM250
- Account holders can easily access their funds and manage their accounts through Maybank ATMs, the Maybank2u online banking platform, and the Maybank app providing convenience and flexibility.
- The account includes a Maybank Debit Card-i which can be used for cash withdrawals, retail purchases, and online transactions, making it a versatile tool for daily financial needs.
- It is covered under Perbadanan Insurans Deposit Malaysia (PIDM), ensuring that account holders' deposits are protected up to the insured limit.

IMTEEN-I ACCOUNT

- Inspiring teenagers to save with a Shariah compliant savings account.
- Minimum deposit RM50.
- Earn a one-month Islamic Fixed Deposit-i rate from your savings account, with a maximum of one withdrawal per month for six consecutive months.
- A minimum account balance of RM1,000 is required to qualify for cash rewards for exceptional grades in PT3, SPM, STPM, and degree-level examinations.
- Teenagers aged 12 to 18 are eligible for complimentary Personal Accident Takaful



I- ZEST ACCOUNT

- Fully digital and Shariah-compliant savings account tailored to meet the needs of modern banking customers
- Operates based on the Wakalah concept, which means the bank acts as an agent to manage your funds in Shariah-compliant investments.
- Account opening and management are entirely online, eliminating the need for physical visits to branches.
- The account does not charge any maintenance or service fees. There is no requirement for a minimum balance, offering financial flexibility for customers at all income levels.



Digital Services



MAE e-Wallet

- MAE by Maybank is an e-Wallet that allows instant account opening under Bank Negara Malaysia's ICTF. It supports cashless transactions and simplifies expense management through secure digital features:
- Seamless cashless payments, including bill payments, via the app.
- Scan & Pay using QR technology for mobile payments.
- Virtual card for online spending and optional physical debit card for in-person payments and ATM use.

Maybank2u

Launched in 2000 and updated in 2018, Maybank2u is Maybank's online banking platform offering a broad range of digital services.

- Comprehensive Banking: Manage accounts, transfer funds, pay bills, and check balances without needing to visit a branch.
- Personalized Experience: The 2018 revamp enhanced functionality and customization for a better user experience.
- Convenience: Accessible via both desktop and the Maybank2u mobile app, allowing users to access banking services anytime, anywhere. Maybank2u highlights Maybank's dedication to delivering innovative, user-friendly digital banking solutions.

maybank2u.com

**Secure2u
on MAE**



Starting 31 October 2023,

- ✓ **First-time activation**
- ✓ **New device activation**

must be done **via Maybank ATM**,
in line with Bank Negara Malaysia's
security measures.

Secure2u

- Advanced transaction authorization method within the MAE app, providing a safer and more convenient way to approve transactions.
- Enhanced Security: Links your device to your Maybank2u account, ensuring only the registered device can authorize transactions.
- Reduced Fraud Risk: Replaces SMS TAC with device-based authorization, reducing the risk of SMS TAC fraud.
- User-Friendly Access: Available on the Google Play Store, Apple App Store, and Huawei App Gallery. Customers must register for Secure2u to enable this feature and enhance security for online and app transactions.

Credit Cards (Conventional)



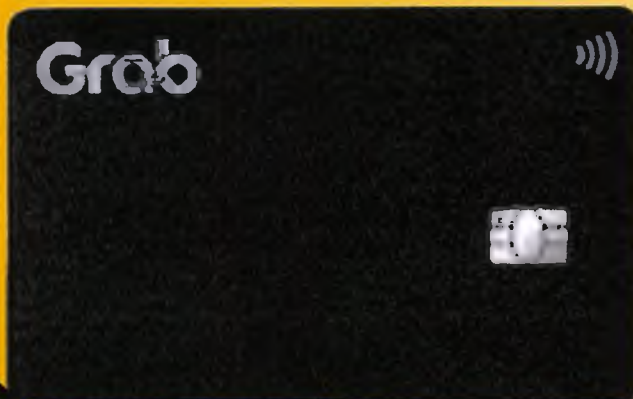
Maybank Visa Petronas Credit Card (Platinum & Gold)

- No annual fee.
- Income requirements: RM30,000 for Gold, RM60,000 for Platinum.
- Offers: 8x Treats Points for Petronas fuel (weekends), 5x Treats Points (weekdays), 8x Treats Points for grocery spending on weekends.
- Great for fuel and grocery spenders.



Maybank Shopee Visa Platinum Credit Card

- No annual fee.
- Minimum annual income: RM24,000.
- Welcome offer: 5,000 Shopee Coins after spending RM300 in 60 days.
- Additional rewards: 5x Shopee Coins for Shopee purchases, 4x for dining, PayWave, and entertainment.
- Ideal for online shoppers and lifestyle enthusiasts.



Maybank Grab Mastercard Platinum Credit Card

- No annual fee.
- Minimum annual income: RM24,000.
- Welcome offer: 1,000 Grab points without spending.
- Additional benefits: Five RM5 Grab ride vouchers and five Grab food vouchers.
- Ideal for frequent Grab users.



Credit Cards (Islamic)



Maybank Islamic PETRONAS Ikhwan Visa Platinum Credit Card-i

- No annual fee.
- Minimum annual income: RM24,000.
- Welcome offer: 1,000 Grab points and five RM5 vouchers for Grab rides and food.
- Tailored for frequent PETRONAS users.



Maybank Islamic Ikhwan Mastercard Platinum Credit Card-i

- No annual fee.
- Minimum annual income: RM60,000.
- Offers: 5% cashback on petrol and groceries every Friday and Saturday.
- Charity contribution: 0.1% of every RM spent donated.
- Chance to win an Umrah package with every RM200 spent.



Maybank Islamic myImpact Ikhwan Mastercard Platinum Credit Card-i

- No annual fee.
- Minimum annual income: RM36,000.
- Excludes 1% charge on unpaid balances and RM10 minimum payment.
- A straightforward Islamic credit card.



Loan & Insurance



ASB-i loan financing

Offered by Maybank to help customers finance investments in ASB (Amanah Saham Bumiputera) units, managed by Permodalan Nasional Berhad (PNB).

- It is designed specifically for investing in ASB units, which represent a diversified portfolio of Malaysian equity.
- The loan amount depends on the customer's financing needs, creditworthiness, and the value of ASB units they wish to purchase.
- Interest is charged by Maybank, with the rate varying based on market conditions and loan terms.
- The loan tenure refers to the period over which the loan is repaid, with flexible options based on the customer's financial capabilities, subject to Maybank's terms.
- ASB units purchased with the financing can serve as collateral. If the borrower defaults, Maybank may liquidate the units to recover the loan amount.
- One of the main benefits is that it allows customers to invest in ASB units without paying the full amount upfront, making it more accessible.

Car Takaful Insurance:

- Comprehensive coverage for vehicles.
- Includes free "Drive Less Save More" add-on with up to 30% cash rebates for low mileage.
- Offers free towing services up to 200km, courtesy replacement cars, and unlimited authorized drivers.
- 10% discount for online applications.
- Fast claims processing, with approvals within 30 minutes for claims up to RM5,000.
- Coverage for windshield cracks and breaks without affecting NCD.
- Features online claims submission and 24/7 customer support during emergencies.

Houseowner & Householder Insurance

- Shariah-compliant plan for home repairs or content replacement.
- Covers damages from fire, natural disasters (floods, typhoons, earthquakes), theft, or violent incidents.
- Coverage up to RM5,000,000 for home building and contents.
- Optional extensions for riots, unoccupancy (over 90 days), landslips, and subsidence.





Training Reflection

I had the opportunity to participate in a 24-week industrial training program at Maybank Ayer Keroh in Melaka, from August 12, 2024, to January 24, 2025. I received a daily allowance of RM50 and was granted one day of annual leave each month. The bank operated from 8:45 a.m. to 5:45 p.m. on Mondays to Thursdays, and until 4:45 p.m. on Fridays. Daily lunch and prayer breaks were scheduled from 1:00 p.m. to 2:00 p.m.

I was assigned to the credit department, where I primarily focused on credit card operations and customer interactions. My responsibilities included identifying customers who qualified for credit cards using Maybank's system, printing their details, and reaching out to recommend credit cards that matched their financial profile. If a customer's application was turned down, I prepared appeal documents like updated salary slips and sent them to the regional office via email. For customers whose applications were approved, I ensured they activated their credit cards within three months to prevent cancellation.

In addition to my credit card duties, I took on various roles that broadened my experience. This involved welcoming customers, organizing documents, filling out forms, and maintaining customer records. I also managed the greeter's counter, assisting customers with services such as MAE registration, opening savings accounts, replacing cards, and resolving ATM problems. These tasks frequently entailed resetting m2u TAC numbers, activating Secure2u, raising transaction limits, or managing fund transfers. This internship proved to be an invaluable experience, enhancing my understanding of customer service, credit management, and banking operations. It helped me develop both technical and interpersonal skills, offering me a clearer insight into the workings of the banking industry.



Issue faced by Maybank **Ayer Keroh**

Ayer Keroh branch of Maybank is facing a significant issue due to a lack of staff. Maybank follows a grading system for its branches, where each grade determines the number of employees allocated to a branch. Branches with higher grades, such as Grade 1 or Grade 2, receive more workers, while branches with lower grades, such as Grade 3, have fewer staff. Since the Ayer Keroh branch is classified as Grade 3, it has fewer employees compared to higher-graded branches. While this system may work for branches in areas with low customer traffic, it does not consider the specific needs of the Ayer Keroh branch.

The Ayer Keroh area is a busy location, surrounded by universities, government buildings and other institutions. This brings in a large number of people who rely on the branch for their banking needs. However, the limited number of staff at the branch makes it difficult to handle the high volume of customers effectively. This leads to long waiting times, delays in services and an overall decline in customer satisfaction. Additionally, the current staffing level puts a lot of pressure on the existing employees, making it harder for them to provide efficient and friendly service.

The main issue is that the grading system does not take into account the real demand and specific circumstances of each branch. In the case of Ayer Keroh, the high number of visitors and the strategic location of the branch mean that it needs more staff than what is typically allocated to a Grade 3 branch. To resolve this problem, Maybank needs to reevaluate its staffing policy and consider assigning workers based on the actual needs and demand of each branch rather than solely relying on its grading system. By doing this, the Ayer Keroh branch can improve its operations, reduce customer waiting times and provide better service to the customer.



Swot Analysis

Strength

- Established company
- Range of services

Weaknesses

- Outdated pc
- Limited ATM card replacement

Swot Analysis

Oppurtunities

- Digital Transformation
- Boosting Financial Education

Threats

- Competitors from other banks
- Technical glitch



Swot Analysis

Strengths

1.Established Company:

Maybank Ayer Keroh illustrates the advantages of being affiliated with a reputable and dependable bank. Being a part of Maybank, a financial institution that has stood the test of time, this branch enjoys the trust and loyalty that customers have cultivated over the years. This trust is vital for the bank's stability, especially during challenging economic periods, as Dr. Kantsperger emphasizes that trust is crucial for fostering solid customer relationships. The branch also benefits from Maybank's extensive experience in navigating regulations and delivering dependable services. Customers often prefer banks that have a solid track record, which helps Maybank Ayer Keroh retain devoted clients and continue to thrive.

2. Range of Products and Services

A wide variety of banking products and services enables the bank to meet the needs of a diverse range of customers, from individuals and families to larger corporations and small businesses. With options like savings accounts, mortgages, loans, credit cards, investment management, and wealth advisory services, the bank caters to the unique requirements of different groups. This mix of products creates a solid business foundation, allowing banks to earn income from various customer segments. Not only does this broad selection enhance customer satisfaction by offering complete solutions, but it also aids Maybank in managing risks, as the success of one offering can offset challenges in others. Furthermore, the potential for cross-selling boosts revenue opportunities, allowing the bank to capitalize on its current customer relationships and branch out into new financial services.



Recommendations

Strengths

- **Enhance Customer Engagement**

Maybank has the opportunity to leverage its strong market presence to cultivate deeper connections with its customers through strategic engagement. For example, the bank could roll out loyalty programs or unique benefits tailored for long-term customers, which would help strengthen those relationships. According to Chaffey (2019) companies with strong brand recognition typically enjoy greater customer trust, making it easier to create personalized experiences that truly appeal to their audience. Furthermore, Maybank can invest in financial literacy programs, such as offering lower interest rates or discounts on insurance, to empower customers and establish trust within the community. These initiatives not only enhance relationships but also position the bank as a reliable partner in helping customers reach their financial aspirations. Additionally, well-established brands like Maybank have the chance to take the lead in social responsibility efforts, which can enhance customer loyalty and attract socially conscious investors. By concentrating on trust, loyalty, and community engagement, Maybank can strengthen its competitive edge and promote sustainable growth.

- **Maximize Sales to Existing Customers**

With a significant number of existing customers using its services, Maybank is well-positioned to boost revenue by providing additional products without the necessity of attracting new clients. For instance, if a customer already holds a savings account, the bank can offer them various services such as credit cards, home loans, or investment opportunities. This method, known as “cross-selling,” not only increases sales but also strengthens customer relationships by presenting products that meet their specific needs. To maximize profitability, Maybank could develop special packages or discounts for customers who utilize multiple services, encouraging them to explore even more offerings. This tactic capitalizes on the bank’s existing customer base, cutting down on marketing expenses and enhancing revenue potential. Cross-selling also enriches financial interactions; as highlighted by Su (2021), it allows banks to better understand customers’ requirements and provide personalized products, which in turn builds trust and loyalty. This creates a win-win situation for both the bank and the customer, delivering customized solutions that nurture long-lasting relationships.



Swot Analysis

Weaknesses

1. Outdated Technology Infrastructure

Outdated banking systems pose significant challenges for financial institutions. Aging technology hinders banks from satisfying the growing demand for digital services, which have become vital for customers. Nowadays, customers seek speedy, secure, and tailored experiences, and banks that depend on legacy systems risk lagging behind their digital-first competitors. These outdated systems and equipment not only slow down transactions but also heighten the risk of security breaches and operational problems. Upgrading these systems through investments in modern technologies like cloud services and AI can enhance security, improve customer service, and enable banks to remain competitive in today's digital landscape.

2. Limited ATM Card Replacement Services

Limited card replacement services, such as requiring customers to wait or visit a branch in person, can lead to dissatisfaction. In today's competitive market, convenience plays a crucial role in shaping customer loyalty. Schmidt et al. (2023) highlights, "Convenience and speed are essential in maintaining customer loyalty. A delay in card replacement or an inconvenient process can erode trust." Since debit and credit cards have become vital for everyday transactions, any hold-ups in replacing lost or stolen cards can significantly disrupt the customer experience. If the bank provides few options for card replacements, like limited branch locations or restrictive hours, customers may look to competitors who offer more flexible solutions. To enhance customer satisfaction, the bank should explore alternatives such as online card replacement requests, instant card issuance at ATMs, or partnerships with retail outlets for quicker services.



Recommendations

Weaknesses

- **Upgrade Technology Systems**

According to Sharipova (2023), the current monetary system is essential in our daily lives as it facilitates the buying and selling of goods and services through money. Technology is at the heart of modern banking, but the bank's outdated systems might be a significant hindrance. These legacy systems tend to be not only slower and less efficient but also more vulnerable to cyber threats. In today's digital age, customers have come to expect services that are not only fast and secure but also user-friendly. If the bank continues to depend on old technology, it risks losing clients to newer, more innovative competitors like online-only banks or fintech startups. Therefore, the bank should prioritize refreshing its infrastructure by adopting cloud-based systems that provide better speed, security, and adaptability. Cloud solutions also allow for more effective data management and processing, which enhances the speed of online transactions and mobile banking experiences. Additionally, incorporating artificial intelligence (AI) could help automate functions like loan approvals and customer service requests, saving time and minimizing mistakes. By updating its technology, the bank can improve customer satisfaction, decrease operating costs, and stay competitive in the evolving digital banking landscape.

- **Improve Card Replacement Speed**

A prolonged card replacement process can cause frustration for customers and push them toward other banks. To enhance this service, Maybank should introduce online card replacement requests, allowing customers to order replacements from the comfort of their homes. Furthermore, investing in smart ATMs for instant card issuance and collaborating with local retailers to offer quicker services would increase convenience. Expanding these options with mobile app features for card replacements would further boost customer satisfaction and loyalty, decreasing the chances of customers looking for faster alternatives elsewhere.



Swot Analysis

Opportunities

1. Embrace Digital Transformation

Convenient banking solutions that embrace digital technologies are crucial for banks to remain competitive. According to Srivinas & Ross (2023), "Traditional banks need to innovate by incorporating AI, machine learning, and mobile platforms to maintain relevance." By investing in AI, mobile applications, and automation, banks can boost efficiency, provide tailored services, and draw in younger, tech-savvy audiences. Strategies that prioritize digital experiences, including AI-driven chatbots and blockchain technology, can significantly enhance customer service and transaction security, helping banks differentiate themselves in an ever-changing market.

2. Improve Financial Knowledge

Maybank has a valuable opportunity to assist customers in deepening their understanding of financial management through educational programs. Numerous individuals and businesses struggle with the knowledge required to make wise financial choices, particularly in crucial areas such as saving, budgeting, investing, and managing debt. This knowledge gap gives Maybank a chance to establish itself as a reliable guide by providing resources and tools to help educate its customers. Financial literacy initiatives can enable Maybank to connect with a broader audience, including young adults, small business owners, and marginalized communities, ultimately nurturing stronger bonds with its customers and encouraging long-term trust and loyalty.



Recommendations

Opportunities

- **Adopt Blockchain and AI Technologies**

To stay competitive, Maybank needs to embrace cutting-edge technologies like blockchain and AI to enhance customer experiences and stay ahead in the evolving digital banking scene. Blockchain can offer greater security and transparency in transactions, helping to lower the risk of fraud, which is crucial in today's online banking world. Meanwhile, AI has the potential to personalize banking services by analyzing customer data to provide customized financial advice, including budgeting tips or investment suggestions. AI-driven chatbots can also deliver 24/7 customer support, boosting response times and overall satisfaction. By adopting these innovations, Maybank can build stronger customer loyalty, attract younger, tech-savvy clients, and reinforce its role as a leader in the digital banking arena.

- **Boosting Financial Knowledge at Maybank**

Maybank has the opportunity to take meaningful steps toward establishing effective financial literacy programs. First, the bank could create an easy-to-use platform featuring straightforward videos, guides, and interactive tools that explain essential financial concepts like saving, budgeting, and managing debt. This platform should be available to all customers, no matter their level of financial knowledge. Additionally, Maybank might consider launching a mobile app aimed at younger users, like students and recent graduates. The app could include step-by-step tutorials, personalized advice, and entertaining features such as quizzes and challenges to make learning about finances more enjoyable. For small businesses, Maybank could roll out tailored tools and resources to assist them in managing cash flow, planning for taxes, and applying for business loans. Workshops and webinars led by financial experts could also offer further support and guidance for entrepreneurs. Moreover, to make sure financial literacy reaches underserved communities, Maybank can collaborate with schools, universities, and local organizations to provide in-person workshops, free online courses, and community events. Special focus could be given to rural areas, where access to financial education is often scarce. By implementing these initiatives, Maybank can empower its customers to make more informed financial choices while deepening its connections with the community and establishing itself as a trusted financial ally.



Swot Analysis

Threats

1. Competitor from other banks

Maybank Ayer Keroh, like other branches in Melaka, operates in a very competitive environment. It faces challenges not only from other Maybank branches but also from many other banks in the area, both local and international. Melaka has a small market, meaning there is only a limited number of customers for all the banks to compete for. Because of this, every bank is working hard to attract the same group of people, making it difficult to stand out.

Customers in the area have many options, and their choices are often influenced by convenience, service quality, and overall experience. The presence of well-established banks in the region adds to the competition, as these banks already have strong reputations and customer loyalty. This creates additional pressure for Maybank Ayer Keroh to keep up with the competition and perform well in a crowded market.

2. System Malfunctions and Cybersecurity Risks

System failures and cybersecurity threats are significant risks for banks, particularly as financial services move increasingly online. A disruption in systems can affect millions of customers, leading to operational issues. Natalucci (2024) highlights, "The financial sector remains one of the most targeted industries for cybercriminals, and a breach can lead to severe financial and reputational damage." Cyberattacks, such as data breaches or ransomware, can cause financial losses and damage customer trust. To protect against these risks, banks must invest in advanced cybersecurity infrastructure, data encryption, and employee training, while ensuring continuous monitoring and strong disaster recovery plans.



Recommendations

Threats

- **Strategies for Building Customer Loyalty**

Every branch needs to set itself apart by delivering exceptional services, personalized promotions, and one-of-a-kind products. The capability to provide adaptable and innovative services is crucial for fostering deep customer loyalty. While convenience often drives customer choices, elements like service quality, friendliness of the staff, and targeted marketing efforts are also very important. "Engaging with the community through localized marketing is essential for building loyalty and distinguishing the branch from others," Srinivas (2023). Moreover, internal competition is fueled by performance indicators such as client acquisition, loan approvals, and growth in deposits. To keep customers coming back, loyalty programs are vital, particularly as enticing promotions from nearby branches can lure clients away. Although digital banking has minimized the need for in-person visits, branches continue to play a valuable role in delivering personalized services. Merging technology with face-to-face service can create a competitive advantage, as customers appreciate both ease of use and personal connection. According to Liu (2023), "Blending technology with conventional banking services is crucial for remaining relevant and competitive in today's digital landscape."

- **Strengthen Cybersecurity to Safeguard Against Threats**

As digital banking continues to expand, the threat of cyberattacks looms larger. Hackers are constantly searching for ways to infiltrate systems and access sensitive personal and financial information, which can result in significant financial losses, legal complications, and a erosion of customer trust. To mitigate these dangers, banks must prioritize robust cybersecurity measures. This entails implementing data encryption, performing regular system audits, training employees to spot potential threats, and developing a comprehensive disaster recovery plan. By strengthening their cybersecurity posture, banks can safeguard their assets and preserve the trust of their customers. The financial sector remains a prime target for cyberattacks, underscoring the urgent need for effective defenses. Moreover, Cheng. A and Low. J (2024) emphasized that investing in cybersecurity not only helps prevent financial setbacks but also protects the bank's reputation.



CONCLUSION

My time interning at Maybank Ayer Keroh has truly enriched my learning journey. I gained a deeper understanding of the various elements of banking, from customer service to retail banking and the behind the scenes operations that keep everything running smoothly. I discovered just how crucial customer care is and witnessed firsthand how technology is shaping the future of banking. This experience made it clear that banks must embrace new tools and digital services to meet the ever-changing expectations of their customers.

In addition to industry insights, I honed essential skills in communication, teamwork, and problem-solving. Working alongside diverse teams showed me how collaboration within a bank plays a vital role in delivering outstanding service. The guidance I received from my colleagues and supervisors significantly boosted my efficiency and skill set. Overall, this internship has laid a solid foundation for my future in banking, and I'm truly thankful for the chance I had at Maybank. The lessons I learned here will undoubtedly serve me well as I move forward in my career.



REFERENCES

- Accenture. (2023). The future of banking: How digital transformation is reshaping financial services. <https://www.accenture.com>
- Forrester Research. (2023). The customer experience imperative in banking. <https://www.forrester.com>
- International Monetary Fund. (2021). The financial system and digital transformation: Key challenges. IMF Economic Review, 69(1), 47-58. <https://www.elibrary.imf.org/downloadpdf/view/journals/001/2021/046/article-A001-en.pdf>
- KPMG. (2021). Banking on trust: Customer trust and loyalty in the financial services industry. <https://home.kpmg>
- Maybank. (n.d.). Corporate milestones. <https://www.maybank.com/en/about-us/corporate-milestones.page>
- National Science Foundation. (2020). Title of the article. <https://par.nsf.gov/servlets/purl/10285216>
- PwC. (2023). Cybersecurity: Strategic value in the digital age. <https://www.pwc.com/my/en/perspective/digital/cybersecurity-strategic-value-in-digital-age.html>
- Singh, A. (2023). Banking strategies and digital transformation in financial services. International Journal of Management Development and Strategies, 8(2), 362-375. <https://www.ijmds.in/index.php/ijmds/article/download/362/343/340>
- Su, B. (2021). Banking practices and borrowing firms' financial reporting quality: Evidence from bank cross-selling. SpringerLink. https://link.springer.com/article/10.1007/springerlink_101
- Syahrir, M. (2019). The role of banks in the modern monetary system. Universitas Muhammadiyah Sidoarjo. <http://eprints.umsida.ac.id/11531/1/55-62%2BTHE%2BROLE%2BOF%2BBANKS%2BIN%2BTHE%2BMODERN%2BMONETARY%2BSYSTEM.pdf>



APPENDICES





APPENDICES





APPENDICES

