

COMMENDABLE HR INITIATIVES BY BANGKOK BANK

SMALL STEPS THAT LEAD TO BIG POSITIVE CHANGES

BANGKOK Bank Ltd, Kuala Lumpur (KL) branch was established on Jan 23, 1959 offering a full range of commercial banking services.

Bangkok Bank Bhd (BBB), incorporated on May 12, 1994 to take over the operations of the KL branch, is a wholly-owned subsidiary of parent bank Bangkok Bank Public Co Ltd with an authorised and paid-up share capital of RM400mil.

BBB can take pride in its double silver wins at the 14th Malaysia HR Awards, namely in the HR Best Practices and HR Manager categories.

With the wins, BBB is very much aligned with its aspirations to:

- Become the leading relationship foreign bank in Malaysia.
- Add value to its customers' business by providing quality products and excellent service.
- Deliver comprehensive financial solutions to meet customers' business requirements.

Even though BBB is often perceived as a small overseas bank in Malaysia, its human resources (HR) initiatives are highly commendable and on par



Team BBB (from left) Theam Yuen Wai, Desmond Cheang, Ng Wai Hoy, Datuk Seri Haji Ismail Haji Abd Muttalib (Deputy Minister of Human Resources Malaysia), Rebecca Khor, Calbert Loh, Laura Wong, Yee Chiea Hung and Mohd Zaki Yusoff.

with other banking institutions.

Holding steadfast to BBB's core vision, mission and values, HR corporate strategies are integrated in such a way to empower its HR to support the bank's competitive edge and growth.

Today, BBB has five branches in Malaysia, located in KL, Klang, Penang, Johor Baru and Muar.

■ *For more information about what Bangkok Bank Bhd has in store for your career, go to <http://www.bangkokbank.com.my/contact.php>*



Khor receiving the HR Manager award from Johan Mahmood Merican, CEO of TalentCorp, witnessed by Dr Henry Yeoh, deputy president of MIHRM.

DUE RECOGNITION FOR A TRANSFORMATIVE HR LEADER

REBECCA Khor Ying Ying, vice-president and head of human resources at BBB, was recently accorded the silver award for HR Manager in this year's edition of the Malaysia HR Awards for her relentless effort to transform BBB's HR management from an operational to a strategic one and now, a human resources corporate strategy (HRCS) function.

Under Khor's leadership, the HRCS unit has successfully implemented some sustainable steps to develop, engage and retain BBB talents. These include:

- Implementing BBB's group-wide performance management system aligned with the bank's global practice.
- Managing employee retention strategies by understanding their skills and competencies.
- Developing comprehensive succession planning through management development and leadership awakening programmes.



"I have relied on Rebecca to ensure that the HR function remains at the forefront to support the business strategies of the bank. This includes the formulation of an all-encompassing HR programme that is aligned to the business requirements of the bank."
— **Robert Loke**, executive director and CEO of BBB.

"Rebecca has transformed the HR department to be the most efficient and effective department, with a proper set of guidelines, procedures and several initiatives that she and her team have implemented over the years for the betterment of employees of the bank."

— **Amar Jauhari Abang**, senior vice-president and head of operations department.

"Various new ideas and employee development programmes were introduced by the HR department, thanks to Rebecca and her team, to retain talents and enhance employee welfare. That helps to reduce the staff turnover rate in the bank."

— **Ng Wai Hoy**, senior vice-president and head of business banking.

3 KEY HR BEST PRACTICES AT BBB

1 DEVELOPMENT OF HUMAN CAPITAL



OBJECTIVES

- To ensure management levels acquire effective leadership and management skills.
- To leverage its competency model to improve workforce competency.
- To improve capability and work quality.

INITIATIVES

Leadership and people management

- Structured leadership and people management programmes.
- Management development programmes.

Individual and team competency

- BBB competency model.
- Job rotation, top talent programme, top star award.
- Job quality training, work processes training.

2 RETENTION OF CRITICAL SKILLS AND KEY RESOURCES



- To position the bank as the employer of choice by offering competitive total reward packages.
- To address concerns affecting employee rewards, quality of work, work-life balance, personal values and cultures.

Reward, recognition and retention programmes

- Pay for performance/competency reward system.
- Periodic review of reward package.
- HR framework on job levels, titles and hierarchy.
- Retention initiatives under human capital development.

3 CREATION OF A HIGH PERFORMANCE CULTURE



- To benchmark and bring culture alignment initiatives to increase job satisfaction, commitment and employee engagement.
- To enhance competency-based recruitment processes to ensure right potential candidates.

Management processes and systems

- Competency and behavioral-based recruitment process.
- Periodic review of Performance Management System.
- Robust recruitment exercise.

Values and cultures

- Corporate Orientation Programme.
- Employee engagement programmes and CSR (corporate social responsibility).

Work processes and systems

- Intranet project on HR system and processes.
- Employee retention programmes.
- Channels of access to information.



AN AVENUE FOR REJUVENATION

Being a strong purveyor of work-life balance, BBB Sports and Recreational Club (SRC) was established for the sole purpose of nurturing a spirit of camaraderie among employees. It is an avenue for relaxation from work-related stress.

Besides cultivating team spirit through fun activities such as sports tournaments, family days and treasure hunts, SRC is also involved in community-based activities as part of their CSR initiatives such as blood donation drives and visitations to orphanages and retirement homes.