

# Praise for CIMB Biz-Channel from Perodua and dealers

CIMB's online collections and payments system has significantly improved Perodua's operational efficiency

**P**erusahaan Otomobil Kedua Sdn Bhd or Perodua, Malaysia's second automobile manufacturer recently announced that it has achieved a record 34% market share of car sales in the country. With an impressive fleet of passenger cars comprising the Myvi, Kancil, Kelisa, Rusa and the recently launched Viva, the company has steadily increased its car sales since 2005. Perodua was established in 1993 and launched its first car, the Perodua Kancil, in late 1994.

Commenting on the success, Datuk Syed Abdull Hafiz Syed Abu Bakar, chairman of Perodua Sales Sdn Bhd who is also the managing director of Perodua said "with the past year's upward trend in the sales of Perodua models, we are confident of selling 160,000 cars by the end of 2007." He attributed the success to his dedicated staff and the aggressive sales campaign by the Perodua dealers. In addition, the decision by the Perodua management to embark on an e-collection system to facilitate the payment of vehicles from its dealers paid off with the system provided by the CIMB Group's cash management team.

## CIMB E-PAYMENT SYSTEM INCREASES EFFICIENCY

Recalling the decision, Datuk Syed Abdull Hafiz said the management wanted to set up

# 34%

Perodua's market share of car sales in Malaysia



Datuk Syed Abdull Hafiz

## “CIMB Biz-Channel is an excellent system for both Perodua and its dealers as the transactions are instantaneous”

Datuk Syed Abdull Hafiz, Perodua chairman

a more efficient system within the organisation when liaising with its dealers. “At present we have 140 Perodua dealers and 40 sales branches nationwide,” he explained. Perodua approached several financial institutions to provide an online collection cum payment system to enhance operational efficiency between Perodua’s head office and its dealers. In February 2006, CIMB cash management was appointed to provide its online payment system that enabled the dealers to make payments instantly after they have placed orders for their vehicles from Perodua. “CIMB Biz-Channel is an excellent system for both the dealers and Perodua as the transactions are instantaneous. It also enables us to deliver our vehicles faster to the dealers as well,” said Datuk Syed Abdull Hafiz. The system has facilities that include auto-update and auto-reconciliation that enables Perodua to track records of orders for vehicles and payments made by the dealers. “What is more amazing is that, our dealers can ensure customers’ orders are confirmed as the transactions are instantaneous,” he enthused. Dealers also have the convenience of using the system anytime, anywhere, which enables them to log in their sales targets for that period. Previously dealers ordered the vehicles via telephone and fax while payments were made over the counter. “After depositing their payments into our account at the branches, the dealers needed to fax us the receipts as proof of payment,” he added.

“It is a win-win situation for the dealers and Perodua and proved successful when our dealers were able to meet the high demand



Ravi Gopal

from customers for the new model, Viva, which we were able to meet due to our increased output capacity,” he said.

### CUTTING DOWN ADMINISTRATIVE PROCESSES

CIMB’s e-payment system now enables the dealers to place orders and make payments online via CIMB Biz-Channel. “We are impressed with the capability of the CIMB cash management team which has built a B2B online settlement function into our financial system using our dealer sales order system,” explained Datuk Syed Abdull Hafiz. He added that the system has cut down all the unnecessary administrative processes and has empowered the dealers to focus on selling the Perodua cars to customers.

In addition to the efficient system, Datuk Syed Abdull Hafiz said the CIMB’s cash management team headed by Ravi Gopal, the director/head of cash management, was committed to providing the highest service quality to its customers. “They were willing to work with us and most importantly, they were

flexible enough to meet all our requirements,” he explained. The CIMB cash management team further added value to this partnership by assisting the Perodua dealers to sign up for this system. “To-date we have 73 dealers who are using the CIMB Biz-Channel to make the payments,” said Datuk Syed Abdull Hafiz adding that Perodua will encourage all its dealers to equip themselves with the system by year end. “The process is faster and simpler with the CIMB team conducting road shows and training for our dealers,” he said.

### MANAGING CUSTOMER SATISFACTION

Datuk Syed Abdull Hafiz said Perodua aims to meet the needs of customers. “We cater to a cross-section of customers ranging from those buying cars for the first time to those needing additional cars or replacing it. Partnering with the CIMB Group, which has innovative products and services has enabled us to manage the expectations of our dealers and customers,” he added. Perodua, he said, is proud to be a partner of a forward-looking organisation like CIMB that is establishing its footprint in Southeast Asia. ■

*“In July 2007, FinanceAsia, Alpha Southeast Asia and Asiamoney voted CIMB as the “Best Cash Management Bank in Malaysia” for 2007”.*

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