

## RHB Bank e-Learning Case Study



RHB Banking Group is the 4th largest fully integrated financial services group in Malaysia. Total assets of RM190 billion and 17,000 employees are recorded as of end of 2012.

As one of the largest financial service providers in Malaysia, RHB Bank is committed in providing the highest standards of services and ensure all their employees are fully trained to make sure that they create a good impression amongst customers and satisfy customers flawlessly at the point of every interaction with the customers. RHB called the moment of interaction with customer, as “Moments of Truth that our customers experience”.

In Sep 2013, RHB Bank decided to leverage the use of technology i.e. e-Learning to deliver a web based training (WBT) titled “Service Quality”. This WBT is aimed to provide high quality instruction on topics such as telephone etiquette, usage of RHB corporate email guidelines, handling customer feedback, courtesy & mannerism, etc. This WBT can help to eliminate the problems associated with different trainers teaching or interpret the subjects differently, and ensure all employees receive a consistent and same knowledge and skills.

The “Service Quality” WBT will be hosted at the RHB’s Learning Management System LMS, where the online learning takes place.

### Appstronic is appointed as RHB e-Learning courseware Developer

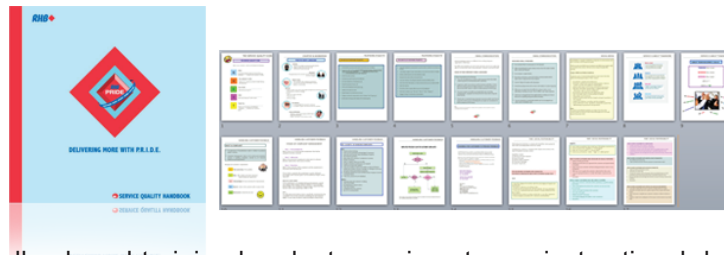
Appstronic is proud to be selected as RHB e-Learning courseware developer to develop the “Service Quality” WBT. Appstronic is the leading e-Learning solution provider in Malaysia, Singapore and Indonesia. Amway Singapore, Amway Malaysia, Infineon are among their major e-Learning clients.

### e-Learning Development Stages

Here are some of the highlights and milestones during the RHB Bank e-Learning Development stages. Code of Professional Ethics to protect and respect our client confidentiality is always our Appstronic priority. Therefore, the sample images have been processed to the very low resolution and presented at the hardly read condition.

#### 1. Content Gathering

We wish to thank RHB Service Quality Subject Matter Experts (SME) - Mr. Nesaratnam, Ms. Cindy Hoo, Ms. Lim Shu Lin, for their supports in providing and explaining the content to Appstronic. They are the most knowledgeable and top authority in this “Service Quality” topic.



RHB Service Quality Handbook and training handout are given to our instructional designers. These are the useful resources for our storyboard development – Storyboard is one of the important deliverable items in e-Learning project.

## 2. Prepare Artwork

Graphics depicting the employee working environment, have been prepared by our artwork designers. This gives the learners as realism as possible to picture themselves in the learning world.



## 3. Prepare Storyboard

Our instructional designers design and implement instruction for better learning. Many interesting quizzes are designed at the end of subtopics, to test the learner's understanding of the topic.



## 4. Photo-shooting

Our photographers took photos to show dos and don'ts for the courtesy and mannerism in the office.



## 5. Endorse Storyboard

SMEs reviewed and endorsed the storyboard, before going to the next stage, i.e. Voice Over.

## 6. Voice-Over

Our male and female voice-over talents performed the voice recording. Our voice-over talents do not simply read script written in the storyboard, they deliver their voices in convincing and meaningful manners. For example, the telephone conversation dialog is presented for telephone etiquette topic, our voice-over talent did the sound effect like he is on the phone.

## 7. Video Editing and Effects

Our motion effect video editor has prepared a good and stunning opening bumper video.



## 8. Animation

Our Animators have made the animation in SCORM format using Flash technology.

## 9. Management Review

Finally we presented the WBT to the RHB Management. We thank you the RHB Management Team - Pn Fatimah and SMEs members who have given their good review and feedback on our WBT. We did the amendment on WBT based on their review/feedback and delivered the WBT in SCORM format to RHB Learning Department for final upload to LMS.

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