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| **Research & Innovation** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Corporate Communications Department** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| **Innovative Idea Form** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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|  | Staff Name: | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | |  |
|  | Staff ID: | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | |  |
|  | Department & Division: | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | |  |
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| My Idea is: (this form is designed for one idea only) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| My Idea is related to: (multiple answers are accepted) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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|  |  |  |  |  | Alternative Service Operations | | | | | | | | | | |  |  | Credit Operations & Administration | | | | | | | | | | | | | | | |  |
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|  |  |  |  |  | Information Technology | | | | | | | | | | |  |  | Remittance and Clearing | | | | | | | | | | | | | | | |  |
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|  |  |  |  |  | Treasury Operations | | | | | | | | | | |  |  | Trade Operations | | | | | | | | | | | | | | | |  |
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|  |  |  |  |  | Product Development & Marketing | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  |
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|  |  |  |  |  | Business Continuity Management & Policy, Procedure & Product Manual | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  |
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|  |  |  | Corporate Affairs | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  |
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|  |  |  | Consumer Banking | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  |
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|  |  |  |  |  | Alternate Channels | | | | | | | | | | |  |  | Automobile Financing | | | | | | | | | | | | | | | |  |
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|  |  |  |  |  | Branch Service Support | | | | | | | | | | |  |  | Branch Banking | | | | | | | | | | | | | | | |  |
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|  |  |  |  |  | Business Planning & Marketing | | | | | | | | | | |  |  | Business Support & Collection | | | | | | | | | | | | | | | |  |
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|  |  |  | Corporate & Commercial Banking | | | | | | | | | | | | |  |  | Finance | | | | | | | | | | | | | | | |  |
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|  |  |  | Internal Audit | | | | | | | | | | | | |  |  | Investment Banking | | | | | | | | | | | | | | | |  |
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|  |  |  | Risk Management | | | | | | | | | | | | |  |  | Special Asset Management | | | | | | | | | | | | | | | |  |
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|  |  |  | Shariah | | | | | | | | | | | | |  |  | Treasury | | | | | | | | | | | | | | | |  |
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| Suggested next step for implementation: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| My idea supports the following strategic objectives: (multiple answers are accepted) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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|  |  |  | Better Performance & Productivity | | | | | | | | | | | | |  |  | Better Customer Service | | | | | | | | | | | | | | | |  |
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|  |  |  | Cost Optimisation | | | | | | | | | | | | |  |  | Staff Motivation | | | | | | | | | | | | | | | |  |
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|  |  |  | Work Group Integration | | | | | | | | | | | | |  |  | Leadership & Human Resources Management | | | | | | | | | | | | | | | |  |
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|  |  |  | Communication | | | | | | | | | | | | |  |  | Organisational Structural, Procedures & Process | | | | | | | | | | | | | | | |  |
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|  |  |  | Increase Profits | | | | | | | | | | | | |  |  | Increase Market Share | | | | | | | | | | | | | | | |  |
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|  |  |  | New Customer Acquisition | | | | | | | | | | | | |  |  | Increase Cross Selling | | | | | | | | | | | | | | | |  |
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|  |  |  | Customer Satisfaction | | | | | | | | | | | | |  |  | Customers Retention | | | | | | | | | | | | | | | |  |
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|  |  |  | Improve Corporate Brand Image | | | | | | | | | | | | |  |  | Others: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | | | | | | | | | |  |  |
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| The idea's aim: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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|  |  |  | Create New Process | | | | | | | | | | | | |  |  | Improve Existing Process | | | | | | | | | | | | | | | |  |
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|  |  |  | Provide New Service | | | | | | | | | | | | |  |  | Improve Existing Service | | | | | | | | | | | | | | | |  |
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|  |  |  | Provide New Product | | | | | | | | | | | | |  |  | Improve Existing Product | | | | | | | | | | | | | | | |  |
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| This innovative idea is considered to be: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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|  |  |  | New | | | | | | | | | | | | |  |  | Inverted from: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | | | | | | | | | |  |  |
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|  |  |  | I added to the idea the following: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  |  |
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| Does this idea need a budget? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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|  |  |  | No | | | | | | | | | | | | |  |  | Yes | | Estimated Amount (RM): \_\_\_\_\_\_\_\_\_\_\_ | | | | | | | | | | | | |  |  |
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| Resources required: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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|  |  |  | Internal | | | | | Please mention: | | | | | |  | | | | | | | | | | | | | | | | | | |  |  |
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| The idea was developed by: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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|  |  |  | Myself | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  |
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|  |  |  | In collaboration with others | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  |
|  |  |  | Please list their names: | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | |  |  |
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|  | **For Official Use** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  |
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| Receipt Date: | | | | | | | dd/mm/yyyy | | | | | | | | |  | Assessment Date: | | | | | | | dd/mm/yyyy | | | | | | | | |  |  |
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| Results of Assessment: | | | | | | | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  |  | Excellent | | | | | | | | | | | | |  |  | Good | | | | | | | | | | | | | | | |  |
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|  |  |  | Not Recommended | | | | | | | | | | | | |  |  | Not Applicable | | | | | | | | | | | | | | | |  |
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| Final remarks and recommendations: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  |
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