**Kuwait Finance House (Malaysia) Berhad**

**KFH Online**

**Online Contest Form**

**Business Requirement Specification (BRS)**

Version 1.0

**Prepared By:**

**Product Development**

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# Introduction

KFH Online is currently is a pure transaction portal for customer to perform transaction. There is no marketing tools and campaign available in the transaction portal as to attract more customers to utilize the services continuously.

Online contest is the kick start to revamp the way of existing transaction portal to be more attractive in the eye of customer. While the online campaign will be organized with a collaboration of other campaign and promotion like opening of account, buying gold account etc.

## Objective

The objective of this document is to highlight and explain the requirement as to get the complete understanding and agreement on the following:

1. Functional specifications, parameter and maintenance that will be available in IB component such as BVMC and Corus that can be utilized to materialize the project.
2. The process flow for internal user to get the necessary information/report regarding the contest/campaign.

# General Overview

Online contest through KFH Online is expected to gain more customers to register IB service and participate.

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With the implementation of the service, the Bank may achieve:

1. Increase of KFH Online usage in terms of volume and value.
2. Increase the KFH Online registration rate.
3. Increase commission income derived from bill payments channel.

The contest will be organized within a period of time.

While on the Online Campaign, the target is to give some fee waiver for certain transaction within a period of time.

# KFH Online

KFH Online must be able to display the Online Contest screen to customer upon selected transaction at IB.

## Features

1. Customer is eligible to enter the Online Contest with the following criteria:
2. Perform successful transaction on :

* MEPS IBG
* iPAY
* Bill Payment

1. Customer has to answer a set of simple question and click Submit.
2. Customer must have an option to skip the contest, if customer does not want to participate.
3. There must be a screen (scroll window) to show the term and condition (TnC) before customer can click to proceed.
4. The contest form is prompted for every transaction performed, and not per login. The more transaction customer performs, the more entries can be submitted.

# Back end processing

This back end may refer to the BVMC or Corus that will support the contest engine and reports. The requirements for the back end processing are as follows:

## Maintenance

1. The contest can be controlled by Date Range period. Meaning that during the period only the contest form is workable.
2. The list of questions and answers to be displayed can be maintained at back end.
3. Allow to maintain a list of term and condition (TnC). This TnC is to be displayed as a part of the contest form screen.
4. The list of transaction that qualify customer to participate, must be able to be maintained.

## Reports

1. Internal user may retrieve the list of entries submitted by customer with all details. The report must have the mandatory items such as:
2. Date & Time submission
3. Customer answers
4. Transaction type
5. The report to be generated daily.
6. Report format must be available in Excel.