

Headline	RHB rewards customers through Reflex Transact & Win Contest		
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AMY OOI, Head/Director of Business Banking and Acting Head of Group Transaction Banking, RHB Bank Berhad (third from left), and Norazila Mohd Hizam, Head, Cash Management Solutions, RHB Banking Group with the winners of RHB Reflex Transact & Win Contest.

# RHB rewards customers through Reflex Transact & Win Contest

**KUALA LUMPUR:** RHB Bank Berhad yesterday announced 13 winners of the RHB Reflex Transact & Win Contest - a contest aimed at enhancing RHB's presence in

the internet banking arena, among its corporate and SME customers.

Held for four months beginning Jan 12 up to May 31, the contest was launched to increase the utilisation of RHB's Reflex facility among new and existing premium customers.

This initiative is in line with Bank Negara Malaysia's (BNM) stance to promote e-Payment and reduce the usage of cheques in the market.

The winners include Tokio Marine Life Insurance Malaysia as the grand prize winner, followed by TC Management Services Corporation as the first runner up, and Taiyo Yuden (Sarawak) Sdn Bhd

as second runner up. The winners received tickets for trips to international destinations. Ten consolation prizes, comprising iPhone 6 and iPad Air, were also given away.

Amy Ooi, Head/Director of Business Banking and Acting Head of Group Transaction Banking, RHB Bank Berhad shared that, "The response we received from our customers throughout this campaign was indeed overwhelming, and has enabled us to achieve 86 per cent of customer acquisition, 97 per cent total deposits and 92 per cent estimated net interest income against the targets set."

Qualified RHB account holders will be given points based on each successful valid transaction made via RHB Reflex. Account holders with the most points were selected as winners.