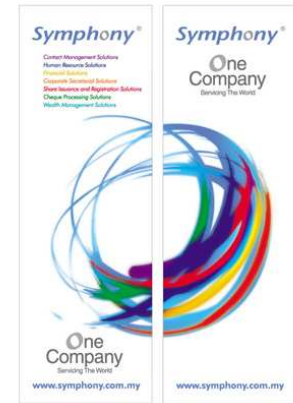


Symphony Group > Brand Communications > Collaterals

Symphony Group of Companies is Malaysia's largest business process outsourcing (BPO) company. With over 3,000 clients ranging from public listed companies to Fortune/Global 500 companies across the Asia Pacific region, Symphony needed to strengthen their brand as a One united company made up of various BPO Solutions, including Contact Management, Human Resources and Financial Solutions.

My-position as the Head of Group Communications led to the strengthening of the Symphony brand to their investors and clients as well as internally, creating a 'Symphonian' sense of pride amongst the 1,400 staff of the company.

My job scope in Brand Communications at the company include:
Brand Development & Guardianship
Corporate Communications - Advertising, Corporate Reports, Employee Awards, Event & Marketing Collaterals, Newsletters, Publications, Launches, Investor Relations
Corporate Social Responsibility (CSR) Reporting
Event Management - External (Annual general meetings (AGM), press conferences, etc)
Event Management - Internal (Charity drives, quarterly employee awards, staff treasure hunts, staff sports and recreation activities, management offsite
Media Relations
Website



Symphony® at a glance

OUR CORE SERVICE LINES

- CONTACT MANAGEMENT SOLUTIONS**
Revenue Over 4.2 million USD yearly
- HUMAN RESOURCES SOLUTIONS**
Revenue Over 13.5 million USD yearly
- FINANCIAL SOLUTIONS**
Revenue Over 2.5 million USD yearly
- LEGAL RESOURCES & ASSISTANCE SOLUTIONS**
Revenue Over 2.5 million USD yearly
- HEALTH MANAGEMENT SOLUTIONS**
Revenue Over 40 million USD yearly

OUR 2006 ACHIEVEMENTS

- Ranked 1st in Malaysia for Customer Satisfaction
- Ranked 1st in Malaysia for Employee Satisfaction
- Ranked 1st in Malaysia for Client Satisfaction
- Ranked 1st in Malaysia for Employee Retention
- Ranked 1st in Malaysia for Client Retention
- Ranked 1st in Malaysia for Employee Engagement
- Ranked 1st in Malaysia for Client Engagement
- Ranked 1st in Malaysia for Employee Productivity
- Ranked 1st in Malaysia for Client Productivity

2002 - 2007

My Roles

- Brand Development
- Brand Communications
- Copywriting
- Event Management

Symphony Group > Brand Communications > Corporate Ads

One Company Servicing The World

- Contact Management Solutions
- Corporate Secretarial Solutions
- Cheque Processing Solutions
- Human Resource Solutions
 - Provides HR Processing for payroll, claims, helpline support, etc. for MNCs across the Asia Pacific region
- Share Issuance and Registration Solutions
- Financial Solutions
 - Provides a wide range of financial transactional services to domestic clients and multinational corporations
 - Supports 16 countries (APAC)
- Wealth Management Solutions

SAS70 certified by Deloitte | 2008 Global Outsourcing 100 List | Frost & Sullivan Malaysia Call Centre of the Year 2008 | IAOP | COPC

Symphony is Malaysia's largest business process outsourcing (BPO) partner. We are the partner of choice to over 3,000 clients – from private and public listed companies to Fortune/Global 500 companies across Asia Pacific. Our outsourcing solutions have enabled our partners to create sustainable competitive advantages and helped grow their businesses to even greater heights.

With BPO Solutions in Contact Management, Human Resource, Financial, Corporate Secretarial, Share Issuance and Registration, Cheque Processing and Wealth Management, we are committed to develop and deliver customised BPO solutions that address the needs of our global partners.

For outsourcing solutions, please contact Symphony at:
T +603 2718 1500 F +603 2711 8770 E ask_us@symphony.com.my www.symphony.com.my

Together, the world is just a click and a BPO support away.

Symphony currently supports partners in:

- Australia • Belgium • China • Finland • France • Holland • Hong Kong • India • Indonesia
- Italy • Japan • Luxembourg • Malaysia • New Zealand • Philippines • Portugal • Singapore
- South Korea • Spain • Switzerland • Taiwan • Thailand • United Kingdom

Congratulations to **Symphony**® for being "Top of the Class"

on winning the 2008 Frost & Sullivan Telecoms Awards
– Contact Centre Service Provider of The Year

FROST & SULLIVAN

and being the 1st and Only Malaysian Company to be listed on the International Association of Outsourcing Professionals (IAOP) 2008 Global Outsourcing 100 List

IAOP
INTERNATIONAL ASSOCIATION OF OUTSOURCING PROFESSIONALS

Servicing The World With:

- Contact Management Solutions
- Human Resource Solutions
- Financial Solutions
- Corporate Secretarial Solutions
- Share Issuance and Registration Solutions
- Cheque Processing Solutions
- Wealth Management Solutions

From Outsourcing Partners:

ING | **NetApp** | **Gateway** | **EMC** | **P1**

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My Roles

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