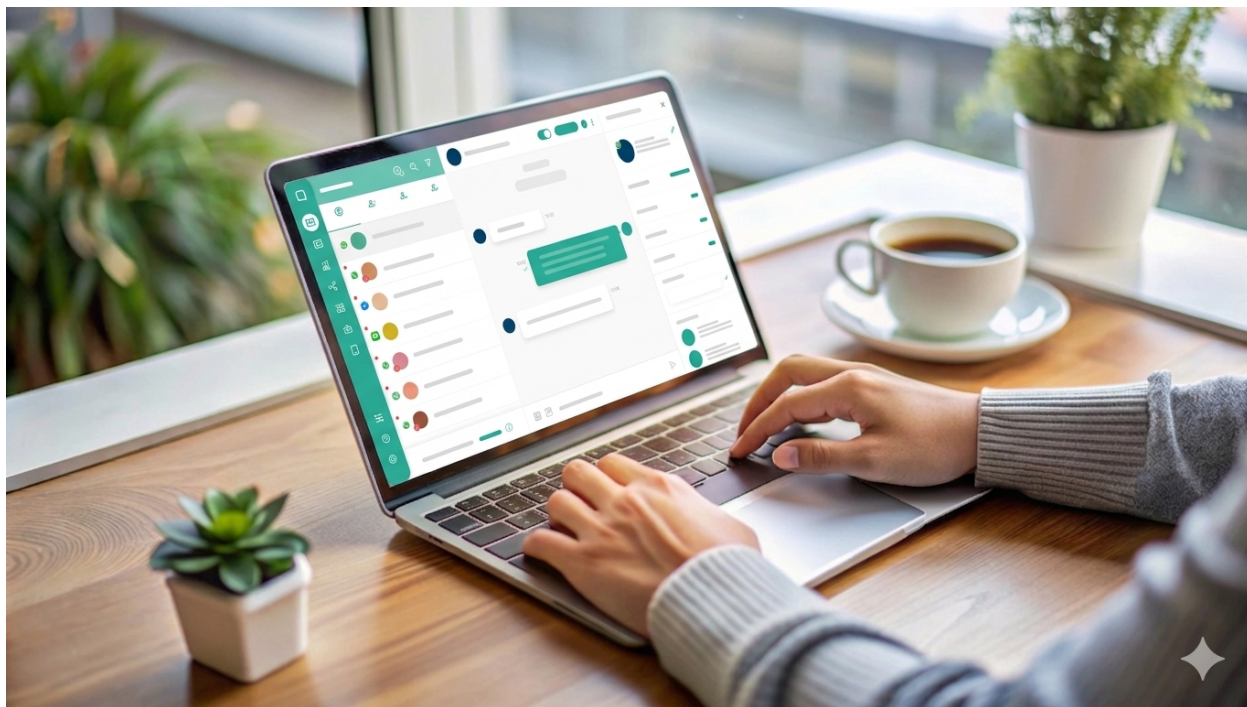


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Qiscus Strengthens Malaysia Presence with AI-Powered Customer Engagement Solutions



Kuala Lumpur, Malaysia — 5 May 2026 — Qiscus, a leading omnichannel agentic customer engagement platform provider in Southeast Asia, is strengthening its presence in Malaysia as organizations accelerate the shift toward AI-powered, messaging-first communication. This move comes as Malaysia reinforces its position as [ASEAN's second fastest-growing economy](#), reflecting strong momentum in digital adoption and growing demand for customer engagement solutions that are faster, smarter, and built for scale.

The timing reflects a broader shift in Malaysia's digital landscape. In April 2026, Lembaga Tabung Haji introduced its **E-TAIB Live Chat**, powered by Qiscus' agentic platform, to support Malaysian pilgrims during Hajj. The system enables pilgrims to receive immediate guidance through a messaging interface, marking a significant step in how institutions deliver real-time, accessible support at scale through WhatsApp. Pilgrims can ask questions related to rituals and receive instant responses powered by AI agents, with human experts stepping in when deeper clarification is required.

The launch reflects a wider pattern taking shape across Malaysia. From healthcare providers managing patient inquiries to e-commerce platforms handling purchase journeys, organizations are increasingly turning to WhatsApp-native AI agents as a key layer of customer engagement — enabling faster, more scalable support without losing the human connection that high-stakes interactions demand.

In Malaysia, Qiscus has been supporting organizations across healthcare, e-commerce, and the public sector in managing growing digital engagement. By deploying AI agent-driven communication workflows, clients including KPJ Healthcare and Emzi Care reduce manual workload, improve response times, and more effectively convert inquiries into transactions, bookings, or service requests — the same operational model underpinning Tabung Haji's E-TAIB Live Chat.

Qiscus further demonstrated these capabilities at the Asia AI Infrastructure Malaysia Summit 2026 and Conversational AI & Customer Experience Summit (CACES) Malaysia 2026, engaging enterprise decision-makers on how its AI agents and WhatsApp solutions help organizations manage inquiries at scale, improve response speed, and drive better engagement outcomes.

"Tabung Haji's E-TAIB Live Chat is a strong signal and what makes it powerful isn't the technology itself, but the intent behind it: *to make sure no pilgrim is left without an answer when they need one most*. That same intent is exactly what's driving the most innovative organizations in Malaysia today, from healthcare to e-commerce. We're here to help more organizations act on that realization, and the momentum we're seeing makes us genuinely excited about what's ahead," said Delta Purna Widyangga, CEO & Co-founder of Qiscus.

As an official **Meta Business Solution Partner**, Qiscus provides a centralized platform that allows businesses to manage customer conversations across WhatsApp, Instagram, web chat, and email within a single interface, supported by AI automation. Its AI agent solution, AgentLabs, enables organizations to automate routine inquiries, guide users through booking or purchasing journeys, and support service teams during peak demand periods.

With proven implementations across Southeast Asia, Qiscus has helped businesses improve engagement rates, streamline operations, and increase conversion through AI-powered messaging. As demand for conversational AI continues to grow, Qiscus aims to further expand its presence in Malaysia and contribute to the country's evolving digital ecosystem.

About Qiscus

Qiscus is an agentic customer engagement platform that helps businesses deliver timely, intuitive conversations at scale. Founded in 2013, Qiscus powers conversations between 250 million users and companies across 25 countries — spanning retail and e-commerce, financial services, healthcare, and education. Through our AI Agent, omnichannel platform, CRM, and help desk products, we enable businesses to turn every customer touchpoint into an opportunity to build trust. We call it #EnablingConversations.

Qiscus has been supporting leading organizations across Malaysia and Southeast Asia — including Tabung Haji (Public Services), KPJ Healthcare (Healthcare), Emzi Care (Wellness), TBM (Electronics Retail), KopTNB (Cooperative), and Kitafund (NGO) in Malaysia; and Telkom Indonesia (Telecommunications), Blue Bird (Transportation), Astra International (BFSI), and Wardah (Beauty) across the region. With a team of over 180 employees and regional hubs in Indonesia, Malaysia, and Singapore, Qiscus continues to drive AI innovation in customer engagement — originating from Southeast Asia and expanding globally.