

6.4.2026  
 Media Release

**DATO' IR. PATHMANATHAN K.**  
 CEO, PBAHB and PBAPP.

## **CHAT ON WHATSAPP WITH PBAPP ON PENANG WATER SUPPLY SERVICES**

- **General enquiries, billing enquiries and complaints.**
- **Photo, bill and location sharing.**
- **Chatbot and human agent driven text replies.**

PENANG, Monday, 6.4.2026: Penang water consumers may now use the popular WhatsApp mobile chat platform to “text with PBAPP”, on-the-go, and on a 24/7 basis.

PBAPP has marked another key milestone in its customer services history with the launching of its “WhatsApp Business Account” (WABA).

**The contact no. for PBAPP’s WABA is +604 255 8 255.** It is the same number that is being used to dial for voice calls to PBAPP’s 24-hour Call Centre.

However, when a water consumer sends a text message and/or enquiry to the WABA, it will initiate a text chat instead of a voice call.

PBAPP’s WABA service is offered in **2 languages – Bahasa Malaysia and English.**

### **Spectrum of WABA Services**

Consumers may use the WABA platform to conveniently access the following information and services:

1.	General Enquiries	• Location of Customer Care Centres
		• Unscheduled water supply interruptions (arising from mishaps)
		• List of licensed plumbers
		• Processes and procedures for applying for water supply services, disconnecting water supply services and reconnecting water supply services
		• Penang water rates

2.	Water bill enquiries	• Details of water bill
		• Copy of water bill
		• Payment status
		• Consumer profile amendment/update
		• Issues related to “high bills”
3.	Complaints	• No water supply
		• Low water pressure
		• Leakage
		• Water quality
		• High water consumption

**Verification** inputs are required for water bill enquiries and complaints. PBAPP’s WABA allows consumers to **upload and share photos, images of water bills and location**.

PBAPP is planning to expand the range of information and services on the WABA platform in the future.

### **Chatbot menu and attended by human agents**

While most enquiries will be handled by chatbot, some complex issues raised that require human intervention will be attended by a customer service representative.

PBAPP is implementing this “hybrid system” to optimise rapid responses while ensuring that as many enquiries and complaints as possible are addressed promptly and precisely on the WABA platform.

Upon completing the chatbot menu flow, consumers will be presented with three options: to return to the main menu, end the chat, or connect to a customer service representative for further assistance.

PBAPP understands and acknowledges that some customer transactions still require the human touch to be addressed and/or resolved properly and amicably.

### **Key benefits of using the PBAPP WABA**

When compared to voice calls to the 24-hour Call Centre and/or sending emails to [customer@pba.com.my](mailto:customer@pba.com.my), the PBAPP WABA offers the following key benefits:

1. Instantaneous communication with PBAPP, even when the 24-hour Call Centre voice call line is busy.
2. Fast response for general enquiries and information.

3. Immediate submission of enquiries and complaints by text (with photos, images of water bills and location as required), at the convenience of the consumers.
4. Retention of a text chat record for easy reference.

Through the years, PBAPP has been leveraging on digital technologies to connect and communicate more efficiently and effectively with Penang water consumers.

- In 2003, we set up the [www.pba.com.my](http://www.pba.com.my) and [www.pbahb.com.my](http://www.pbahb.com.my) websites and the [customer@pba.com.my](mailto:customer@pba.com.my) email service.
- In 2011, we initiated the “PBAPP Online” payment system to enable water bill payment via 9 online banks.
- In 2017, we launched the “myPBA” mobile app for smartphones.
- In 2019, we put in place the “JomPAY” payment facility for consumers to pay their water bills directly from their chosen e-banking platforms (biller code 50385).
- In 2022, the “myPBA” online platform came online to provide a wider range of online services for Penang water consumers.

In 2024, Malaysia’s smartphone penetration rate reached 97.9%, according to the Department of Statistics Malaysia (DOSM). Today, WhatsApp is the leading mobile text chat platform in Malaysia.

Hence, 2026 is the right time for PBAPP to launch its WABA to stay in touch with 721,066 water consumers in Penang.

Thank You.

---

Issued by : Syarifah Nasywa bt Syed Feisal Barakbah  
Corporate Communications Section  
Email : [comms@pba.com.my](mailto:comms@pba.com.my)