



FusionETA

PRODUCT PITCH · 2026

HRGenie.

The AI agent that replaces
your HR apps.

Voice or chat — for attendance, claims, leave, payroll, and appraisals.

THE PROBLEM

HR apps are easy to buy.

Hard to actually use.

82%

of Malaysian SMEs say employees still WhatsApp HR for leave — even after buying an HRMS.

01

Six apps, one employee

Attendance, claims, leave, payroll, OT, appraisals — all separate logins, separate UIs, separate frustrations.

02

HR is a help desk

Hours every week answering 'how do I apply leave' instead of strategic work.

03

Floor staff opt out

Drivers, retail staff, technicians — they won't open a web form. Period.

One conversation.

All of HR.

"Just got back from the Penang client trip. Three days outstation, drove there, ate out. Claim everything. Also half day MC tomorrow, food poisoning."

— a real Malaysian employee, talking to HRGenie via voice

In one sentence, HRGenie did all of this:



Outstation allowance
RM 300



Mileage claim
RM 432



Half-day MC
tomorrow PM



Manager notified, calendar
rescheduled



CIMB visit
logged to
Q2 KPI

A conversational layer on top of your stack

Employee on mobile · voice or chat · English / Bahasa Malaysia / Mandarin

HRGenie · AI agent layer

Context engine

Profile, salary,
leave balance, KPIs

Intent router

Classifies request,
picks tools, multi-step

Policy guard

Eligibility, approval
routing, audit trail

Attendance

Clock · OT

Claims

Receipts · mileage

Leave

AL · MC · UPL

Payroll

EPF · SOCSO · PCB

Apprasify

KPIs · feedback

HR backend systems — built with Claude or connected to your existing stack

One agent for the entire employee lifecycle



Attendance

Voice clock-in with geofence. Flexi tracking. OT logging.



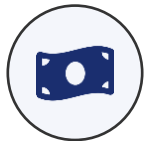
Claims

Snap a receipt — vendor, amount, project parsed automatically.



Leave

Optimises around MY public holidays. Checks team coverage.



Payroll

Explains EPF, SOCSO, PCB in plain language. EA forms on demand.



Apprasify

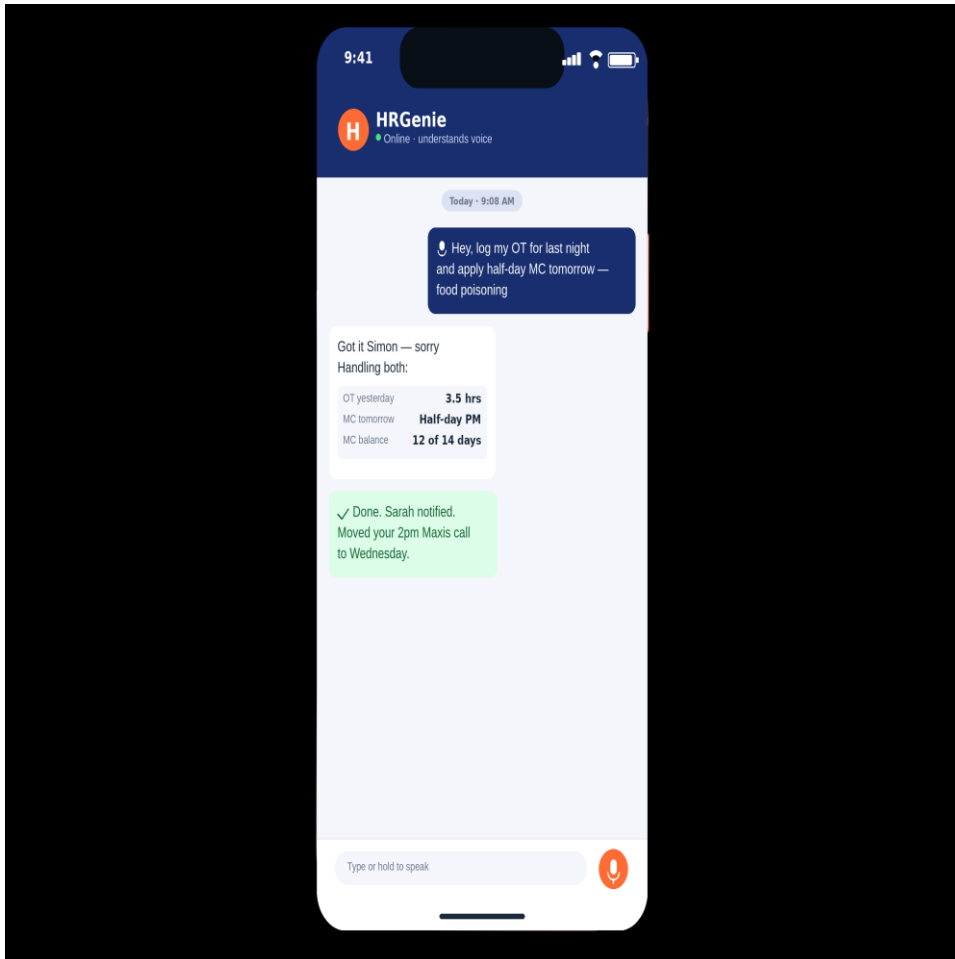
Live KPI tracking. Surfaces feedback. Suggests calendar actions.



Orchestration

One utterance → 5 systems updated in parallel. Manager looped in.

Five systems updated.



What HRGenie did

- 1 Submitted outstation allowance**
RM 100/day × 3 days = RM 300
- 2 Calculated mileage claim**
KL ↔ Penang ≈ 720km × RM 0.60 = RM 432
- 3 Booked half-day MC for tomorrow PM**
Photo of clinic visit pending
- 4 Notified manager + rescheduled**
Sarah told, 4pm Maxis call moved to Wed
- 5 Logged client visit to Q2 KPI**
CIMB Penang trip credited toward 'client visits'

Generic AI fails on local context. HRGenie doesn't.

Statutory contributions

EPF, SOCSO, EIS, PCB
all calculated correctly

Languages

English, Bahasa Malaysia,
Mandarin — code-switching OK

Public holidays

State-specific awareness
for leave optimisation

LHDN integration

EA forms, e-Filing reminders,
tax bracket explanations

PDPA compliance

Data resides in MY/SG,
DPA available, full audit logs

WhatsApp native

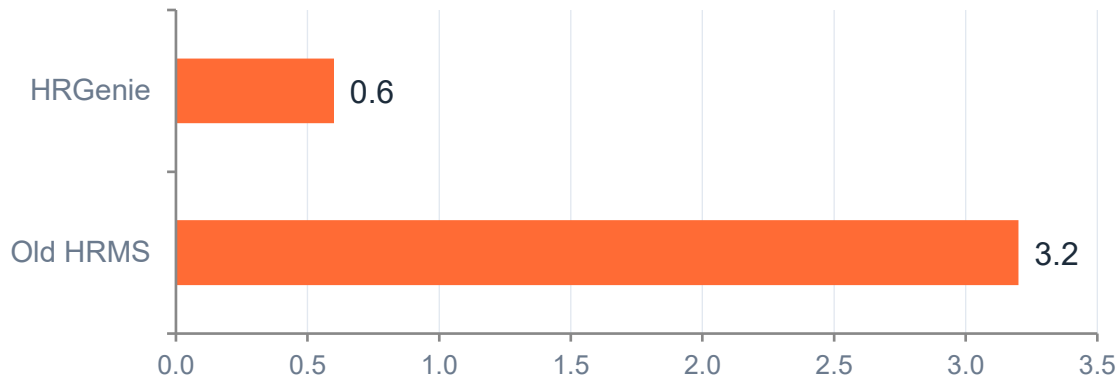
HRGenie inside WhatsApp
for floor staff and drivers

"Generic ChatGPT can't tell you why your PCB jumped this month. HRGenie can."

What you save with HRGenie (100-employee SME)



Average days to reimburse a claim



How we calculated it

Based on FusionETA's first 6 pilot deployments across logistics, retail, and professional services in Klang Valley.

Detailed methodology available on request.

PRICING

Per-employee, per month. Implementation included.

Starter

10–50 employees getting started

RM 15/employee/mo

- ✓ Attendance, claims, leave
- ✓ Voice + chat (EN/BM)
- ✓ WhatsApp channel
- ✓ Bitrix24 or Xero integration
- ✓ Email support

MOST POPULAR

Business

50–500 employees, full agent

RM 28/employee/mo

- ✓ Everything in Starter
- ✓ Payroll (MY statutory)
- ✓ Apprasify integration
- ✓ Mandarin support
- ✓ Custom approval workflows
- ✓ Priority support + CSM

Enterprise

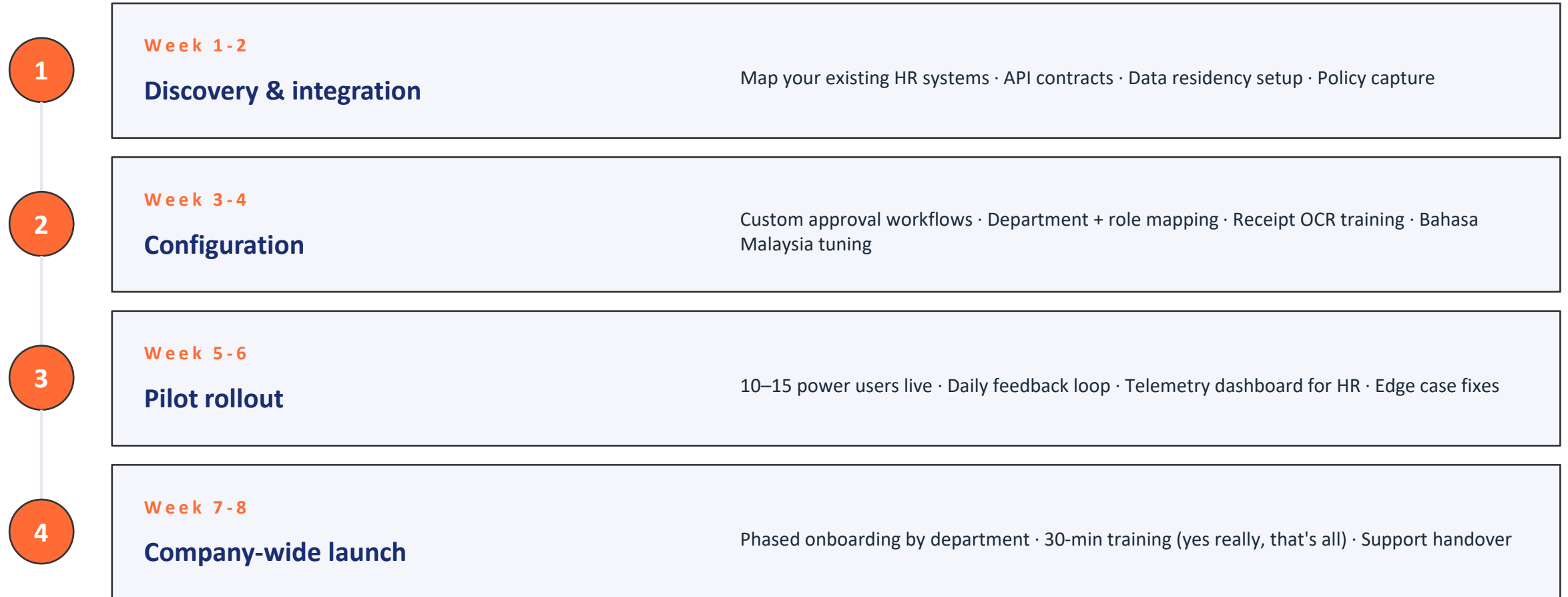
500+ employees, complex needs

Custom

- ✓ Everything in Business
- ✓ On-premise option
- ✓ Custom integrations
- ✓ White-label branding
- ✓ SLA-backed uptime
- ✓ Quarterly business reviews

Cancel anytime in the first 90 days · No setup fees · MYR pricing inclusive of SST

From contract to live in 8 weeks



Built by people who've been doing this since before AI was cool

100+

Bitrix24 implementations

Gold

Xero partner status

12 yrs

in Malaysian SME tech

6

HRGenie pilot deployments

We build, not just integrate

Backend HR systems, mobile apps, and integrations all built in-house using Claude — so you get a coherent experience, not a duct-taped one.

Malaysian payroll obsessed

Every PCB bracket, every SOCSO category, every state holiday. We've migrated dozens of clients from QuickBooks and SQL Account to Xero — the financial side is solved.

On-the-ground support

Petaling Jaya based. Same time zone, same language, same business culture. WhatsApp us and you get a human within an hour during work days.

LET'S TALK

Book a 30-minute demo.

We'll walk through three scenarios specific to your business — and answer any technical or commercial question on the table.

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