

Press Release

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The Asian Banker IT Implementation Awards 2009

Taishin Bank wins the Best Call Centre Project Award 2008

- *Taishin Bank won the Best Call Centre Project Award for an innovative upgrade of their Computer Telephony Integrated System in 2008.*
- *The IT Implementation Awards is well known for its rigorous evaluation of both the technological implementation itself and its impact on business value*
- *The high degree of participation reflects the increasing prominence of IT as a business driver for the financial services industry*

Singapore, May 12th, 2009 – Taishin Bank and its IT partners Octon and Intumit have been awarded for their implementation of the Best Call Centre Project in Asia Pacific in 2008 by the third Asian Banker IT Implementation Awards Programme. The companies received the awards during the prestigious Asian Banker Summit 2009. The ceremony was held at the China World Hotel in Beijing on the evening of May 11th, 2009.

The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants and academics, is the the most prestigious of its kind in the Asian Pacific region.

The winners were determined through a stringent three-month evaluation process that was based on submission materials and interviews with the candidates. The final decision was made by an independent panel of judges, who maintained the high standards of the awards programme.

Taishin Bank won the Best Call Centre Project Award for an innovative upgrade of their Computer Telephony Integrated System in 2008

Pursuing its goal to continuously improve on their service and customer touch points, Taishin Bank together with its IT partners Octon and Intumit embarked on a project to upgrade their existing Computer Telephony Integrated (CTI) system. The project was initiated as the prior CTI system was incapable of sufficiently handling the increasing demand associated with dynamic market changes. The legacy CTI was replaced with the new Octon CTI solution in order to improve customer service with a stable, reliable and continuous service system.

Aside from the performance improvement and enhanced security of the CTI systems, the project also enabled several service upgrades. They were able to create a customer service knowledge management system, built with Web 2.0, for a stronger and smarter interactive knowledge management platform which became an indispensable tool for call centre agents. The other upgrades include a new voice mail and call back system, wherein clients can leave a

message for agents when the lines are busy. The agents will then call back the clients, thus enhancing and creating new customer service channels. In addition to these, the new system permitted the integration of creative marketing efforts into the platform. One such effort was being able to provide automatic credit card instalment payments from the Interactive Voice Response (IVR) system, which speeds up the card application process.

This project won the award because of its overall contribution to the bank. “Much of the success of Taishin bank is attributed to their commitment to be a customer-oriented bank with the best service, to achieve the goals of being attentive, careful, caring, sincere and enthusiastic, and a bank with continuous innovation and improvement for customers”, said Ms. Elena Torrijos, managing editor and project leader for The Asian Banker. She added: “Taishin Bank is the first bank in Taiwan to integrate all the processes of the call centre into one system.”

The IT Implementation Awards is well known for its rigorous evaluation of both the technological implementation and its impact on business value

The award evaluation process used a comprehensive methodology to evaluate the strength of the IT implementations, which included the comprehensive analysis of the submissions by our team of experienced researchers, and in-depth interviews of banks and partners. The candidates were assessed according to a set of standard performance indicators to guarantee the objectivity.

The programme was supervised by a panel of renowned referees, who integrated their consolidated expertise and took the final decision on the winners. The members of the panel were Alex Escucha (chairman), Nick Dean, Voranuch Dejakaisaya, Neil Katkov, Mac Kaylan and Axel Winter.

“The IT Implementation Awards Programme is well-known for its high evaluation standards, which are guaranteed through the independence of the judges and their high expectancies towards the candidates,” said Alex Escucha, Chairman of The Asian Banker IT Awards Panel of Judges for the third consecutive year. Escucha and his team have used their collective experience to consider the projects according to regional best practices and to evaluate their positive impact on the institution’s financial results.

The high degree of participation reflects the increasing prominence of IT as a business driver for the financial services industry

In its third year, the IT Implementation Awards Programme has been growing in popularity. In 2008, more than 90 submissions for 13 categories and five special categories came from institutions from 15 countries across the Asia Pacific region. This record number is almost twice as high as in the previous year and reflects the rising importance of IT to the financial services industry in Asia Pacific.

The success of the programme in previous years was met with an expansion of categories and the possibility for candidates to propose new categories. Nonetheless the programme maintained its high standard as the judges determined only 12 winners met their high expectations.

The IT Implementation Awards can support the financial services industry in order to determine examples of best practice across various categories, so banks can consider the new standards set by winning banks. Alex Escucha noted that “the IT Implementation Awards programme was instituted in 2006 on the premise that in such a highly automated business environment like financial services, innovative and groundbreaking IT projects should be recognised so that they can serve as an example of best practices for other institutions in the region.”

About The Asian Banker

The Asian Banker is the foremost provider of strategic business intelligence in the financial services industry in the Asia Pacific and Middle East regions. The organization has offices in Singapore, Kuala Lumpur, Beijing and Dubai as well as representatives in Shanghai, London and New York. With a business that revolves around publications, research services, training and forums, the organization is highly regarded in the financial services community for its incisive and independent commentaries on developments in the industry. The company’s website is www.theasianbanker.com.

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