

Press Release
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The Asian Banker Technology Implementation Awards 2010

Chinatrust Commercial Bank wins the Best Call Centre Award 2010

- *Chinatrust Commercial Bank wins the Best Call Centre Project Award 2010 for increasing call agent productivity, and efficiently managing customer contact records*
- *Over 50 financial institutions from 15 countries across the Asia Pacific, Gulf region and Central Asia were evaluated as part of the Technology Implementation Awards Programme 2010*

Singapore, 20 April 2009 – Chinatrust Commercial Bank and its IT partner Avaya have been awarded the Best Call Centre Project in the fourth Asian Banker Technology Implementation Awards Programme held at the Asian Civilisations Museum on the evening of 19 April 2010. The awards programme was held in conjunction with the prestigious Asian Banker Summit 2010, the foremost annual meeting for decision makers in the financial services industry in the Asia Pacific region.

The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants and academics, is the most prestigious of its kind. A stringent two-month long evaluation process, based on a balanced and transparent scorecard, determined the winners. A full list of winners is provided at the end of this press release.\

Chinatrust Commercial Bank wins the Best Call Centre Project Award 2010 for increasing call agent productivity, and efficiently managing customer contact records

Chinatrust Commercial Bank's Call Centre Project with Avaya significantly increased the call agents' productivity through the addition of remote agent system and VOIP/Web service functionalities, as well as proficiency-based work distribution capabilities. It also had the ability to integrate contact records from external sources as well as utilise the other modes of communication such as standard mail, e-mail and fax.

"Chinatrust Commercial Bank's project distinguished itself by tackling the issues of unbalanced call distribution, and restriction from fixed location reception," says Chris Kapfer, Head of Asian Banker Research. As there was an even distribution of calls to the agent network and a freedom of location to receive client enquiries, there was a significant increase in call centre agent productivity.

"Chinatrust Commercial Bank's platform was also integrated with the bank's core system, allowing agents to access customer transactional and personal information in real time. Since agents were more informed, they could better address the needs of the bank's customers," Kapfer says.

Over 50 financial institutions from 15 countries across the Asia Pacific, Gulf region and Central Asia were evaluated as part of the Technology Implementation Awards Programme 2010

The award evaluation process used a comprehensive methodology to evaluate the strength of individual technology implementations. It involved extensive research and tapped the combined experience of a team of experienced researchers and the expertise of an international panel of renowned industry practitioners. The members of the advisory panel are Alex Escucha, Nick Dean, Voranuch Dejakaisaya, Neil Katkov, Mac Kalyan, Steven Miller and Axel Winter.

“The Technology Implementation Awards programme was instituted in 2006 to discover path breaking IT projects that were executed within an acceptable timeframe, and had measurable impact on an institution’s efficiency and profitability,” Kapfer says.

About The Asian Banker

The Asian Banker is the foremost provider of strategic business intelligence on 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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Best Core Banking Implementation

Hua Xia Bank and Tata Consultancy Services

Best Data and Analytics Project

China CITIC Bank and FICO

Best CRM Project

Maybank and Teradata

Best Risk Analytics Project

CIMB Group and SAS

Best Banking Security System

ICICI Bank and Net-Square Solutions

Best ATM Installation and Management Solution

HDFC Bank and NCR

Best Branch Automation & Networking

Taishin International Bank, and Cybersoft Digital Services Corp., and Orbit Technology Inc.

Best Call Centre Project

Chinatrust Commercial Bank and Avaya

Best e-banking Project

Citibank

Best Multi-Channel Capability Project

HDFC Bank and NCR

Best HR Systems Implementation Project

YES Bank and Cyberedge Solutions

Special Award for Centralised Bankwide Call Recording

UOB, CanaPlus Consulting, Radiance Communications, Autonomy etalk & Avaya

Best Trading Back-office System

CFETS and Tata Consultancy Services

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