

Press Release

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**The Asian Banker Technology Implementation Awards 2010**

**Maybank wins the Best CRM Project Award 2010**

- *Maybank wins the Best CRM Project Award for successfully implementing a project that improved customer engagement, translating into increased profitability and market share*
- *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** – Maybank and its partner Teradata have been awarded the Best CRM 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.

**Maybank wins the Best CRM Project Award for successfully implementing a project that improved customer engagement, translating into increased profitability and market share**

Maybank's CRM project with its partner Teradata, reflected the bank's strategic shift from a product-focused approach to customer-centric approach. The project targeted full campaign automation with channel integration to provide Maybank with an avenue to efficiently tap business from database marketing while properly managing costs.

By the end of the project, Maybank was able to execute twice the number of campaigns and had a campaign success ratio of 364%. There was also significant increase in the sales volume and the creation of new accounts.

“Apart from increasing its profitability per customer, Maybank was able to leverage this project to improve customer engagements through the execution of well targeted marketing campaigns,” says Chris Kapfer, Head of Asian Banker Research. The project is also notable for its ability to integrate with the back-end functions of the bank and not merely focus on front-end transaction touch points.

“Maybank’s CRM Project with Teradata reflected an understanding of the significant changes in the needs and behaviours of banking customers. The increase in profitability shows that they were able to identify and respond to those changes,” 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](http://www.theasianbanker.com).

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## The Asian Banker Technology Implementation Awards 2010

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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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