

Press Release

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**The Asian Banker Technology Implementation Awards 2011**

## **Kotak Mahindra Bank wins the Best Call Centre Project Award 2011**

- ***Kotak Mahindra Bank wins the Best Call Centre Project Award for a solution that integrates multiple contact centres across several locations and enhances agent productivity by employing CRM to improve first contact resolution ratios.***
- ***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 2011***

**Hong Kong, 8 April 2011** – Kotak Mahindra bank and its partner Cisco have been awarded the Best Call Centre Project Award in the fifth Asian Banker Technology Implementation Awards Programme held at The Hong Kong Jockey Club on the evening of April 7<sup>th</sup> 2011. The awards programme was held in conjunction with the prestigious Asian Banker Summit 2011, 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 three-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.

**Kotak Mahindra Bank wins the Best Call Centre Project Award for a solution that integrates multiple contact centres across several locations and enhances agent productivity by employing CRM to improve first contact resolution ratios.**

Kotak Mahindra Bank faced inefficiencies in its contact centre operations because it used multiple contact centres across multiple locations, utilising disparate technologies. They needed to integrate the operational and technological complexities of these systems.

Together with their partner Cisco, the bank created a single IP based contact centre architecture that is able to handle calls originating from any location and is able to be serviced by any agent in any location. The bank was also able to develop a multi-channel platform to address customer requests via telephony, emails or web chats. The solution also allows the bank to distribute call workload across contact centres in various locations or add agents using IP connectivity.

"Kotak Mahindra Bank enhanced agent productivity and improved customer experience through the back end integration of the database. They also tied the solution with the bank's existing CRM significantly improving their first contact resolution ratios," says Chris Kapfer, Head of Asian Banker Research.

"Together with their partner Cisco, Kotak Mahindra Bank deployed a virtualised IP contact centre that reduced the time for manual authentication, increased agent call productivity and

improved customer experience,” 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 2011**

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, Steven Miller, Brett King and Enoch Ch’ng.

“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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**Best Core Banking Implementation for Small-sized Banks**

Saigon Hanoi Bank and Polaris

**Best Core Banking Implementation for Medium-sized Banks  
and**

**Overall Best Core Banking Implementation Award**

Cathay United Bank and TCS

**Best Middleware Implementation**

Union Bank of India and TCS

**Best Data and Analytics Project**

IDBI Bank and Oracle

**Best CRM Project**

ICICI Bank and CDC CRM Solutions

**Best Risk & Analytics Project**

Shanghai Pudong Development Bank and FICO

**Best Banking Product Application**

SAMBA Financial Group and Polaris

**Best Banking Security System**

ICICI Bank and Nevis Networks

**Best Retail Payments Implementation**

Maybank and MYeBills Consulting

**Best Corporate Payments Implementation**

HDFC Bank and Oracle

**Best Payments Application**

SAMBA Financial Group

**Best ATM Installation and Management Solution**

Westpac New Zealand and NCR

**Best Branch Automation & Networking**

Bank of the Philippine Islands and Wincor Nixdorf

**Best Call Centre Project**

Kotak Mahindra Bank and Cisco

**Best e-banking Project**

Standard Chartered Bank (Thailand) and Advance mPay

**Best Multi-Channel Capability Project**

YES Bank and Obopay India

**Best Financial Supply Chain Project**

YES Bank and Cordys Asia

**Best HR Systems Implementation Project**

Standard Chartered Bank (China) and LongTop

**Special Award for Shared Enterprise Storage Infrastructure Optimisation**

BNP Paribas and EMC

**Best Trading Front-office System**

RBS

**Best Trading Middle-office System**

Colonial First State (Commonwealth Bank of Australia) and SmartStream

**Best Trading Back-office System**

Standard Chartered Bank (Singapore) and TCS

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