

Press Release

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## **Bank BTPN and SAP awarded for Best Mobile Banking Project in Indonesia in The Asian Banker Technology Innovation Awards 2016.**

- **Bank BTPN implemented USSD based functionally rich mobile banking for mass market targeting at financial inclusion**
- **The bank generated 300,000 new customers and improved active customer rate after its implementation**
- **BTPN WOW offers ubiquitous banking system access, faster account opening, and lower banking cost**

**Jakarta, Indonesia July 27<sup>th</sup> 2016**— **Bank BTPN** and its technology partner, **SAP**, received the award for **Best Mobile Banking Project** in Indonesia for 2016 during the tenth Asian Banker Technology Innovation Awards Programme, held at The Ritz-Carlton Jakarta, Mega Kuningan, Indonesia on July 27<sup>th</sup> 2016.

### **BTPN Bank implemented a USSD-based, functionally rich mobile banking service for the mass market targeting at financial inclusion**

BTPN Bank has implemented a branchless service through ‘BTPN WOW.’ The new mobile banking service focuses on the market’s lower-income segments and the micro, small & medium enterprises (MSME), providing them with a wide range of banking services. This USSD-based service can facilitate account opening, withdrawal, and deposits through a bank agent at a very low cost, funds transfers, and payments.

### **The bank generated 300,000 new customers and improved active customer rate after its implementation**

BTPN Wow helped the bank acquire 300,000 new clients and 24,000 new banking agents. This new project has received notable traction in the market, achieving an active rate of 35% for customer and 40% for agents.

### **BTPN WOW offers ubiquitous banking system access, faster account opening, and lower banking cost**

The bank utilized an agile methodology to expedite the project with lower costs. The technology used for this project allows all types of GSM mobile phones to perform transactions even with a very weak signal. USSD solution also helps the bank to significantly lessen the cost of banking including lower account opening and maintenance fees. The bank also implemented an electronic form-based account opening procedure that allows a frictionless on boarding process in less than five minutes.

The Asian Banker Technology Innovation Awards Programme, refereed by prominent global bankers, IT consultants and academics, provides an undisputed benchmark of technology implementation in an increasingly fierce marketplace. Every year, the programme attracts a substantial number of submissions, describing a range of innovative solutions that demonstrate how IT can deliver significant benefits to the business of banking. A stringent three-month evaluation process determines the awardees from across Asia Pacific, Middle East, and Africa. The awardees are honoured in a gala event that recognises their efforts in using the best technology to run their institutions and bring superior products and services to their customers.

### **About The Asian Banker**

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