

Press Release

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Bank OCBC NISP awarded for Best CRM Project in Indonesia in The Asian Banker Technology Innovation Awards 2016.

- **The project enhanced customer data integration**
- **Implementation resulted in higher customer profitability and more operational benefits**
- **The system helped the bank successfully execute cross-sell capabilities and improve lead conversion**

Jakarta, Indonesia July 27th 2016— Bank OCBC NISP received the award for **Best CRM 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 27th 2016.

The project enhanced customer data integration

Bank OCBC NISP's 'Integrated Customer Portfolio' project allowed the bank to have greater visibility on the customers' portfolio and their transaction behaviour. It also helped identify the best product that fit the customers' needs, therefore enabling effective sales leads. Furthermore, the bank was able to improve its services as the system is capable of recording customer complaints or feedback, executing the referral process, and tracking customer and relationship management activities.

Implementation resulted in higher customer profitability and more operational benefits

The new system provided the bank a 360 degree customer view, which resulted in more than 10% increase in sales per employee and 13% growth in customer profitability. The bank was also able to calculate the revenue and average fee based income generated for each customer.

The system helped the bank successfully execute cross-sell capabilities and improve lead conversion

Bank OCBC NISP's profits notably increased by 10% because of the project. It also helped the bank check its non-performing loans. Since its implementation, the bank posted a significant rise in product holding per customer and 10% growth in lead conversion.

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.

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