

Press Release

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KB Kookmin Bank & Initech win best self-service banking project award

- Kookmin Bank partnered Initech for self-service banking project.
- Open-web efficiency vastly increased.
- Inaugural The Asian Banker Technology Implementation Awards, Korea received over 60 submissions from more than 30 financial institutions.

Seoul, South Korea, 24 October 2013 – KB Kookmin Bank and its technology partner Initech have been named as winners of the Best Self-Service Banking Project, Korea Award for the year 2013 during The Asian Banker’s inaugural Technology Implementation Awards (TIA) Korea Programme, at the Lotte Hotel in Seoul, Korea on October 22nd, 2013.

Kookmin Bank partnered Initech for self-service banking project

When looking for an avenue to expand its self-service banking capabilities, Kookmin Bank selected Initech as its partner. In order to reduce development risk, Kookmin Bank requested a system that would be flexible, expandable, and have ‘as-is’ compatibility.

Open-web efficiency vastly increased

Kookmin Bank’s open-banking project ensured all services including Internet banking can be used on both PCs and smart devices. Its modularized screen graphic user interface provides optimized display to multiple devices through auto-detection and uses a pad-type environment to each device.

The project achieved two goals; improving customer satisfaction by expanding a richer, fuller spectrum of financial service opportunities, as well as increasing open-web infrastructure efficiency. “Not only did Kookmin Bank offer their customers a mobile banking application; they made it while keeping the customer experience, whether in terms of design, language, and security, at the core of the project. Kookmin Bank shows that it is taking greater strides forward within the realm of customer centricity”, said Bertrand Pigeon, Senior research Analyst, The Asian Banker.

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The Asian Banker Technology Implementation Awards (TIA) Korea is designed to identify emerging best practices as well as implementation goals and challenges that the industry can learn from. It is an important component of The Asian Banker’s vendor selection programme which is designed to benchmark implementation best practices in the industry. Details of the

programme, methodology and scorecards can be found on the Bank Technology Monitor website (<http://tech.theasianbanker.com>).

This programme uses the same criteria as The Asian Banker Technology Implementation Awards and focuses solely on the achievements in the Korean retail banking industry. For its first year in Korea, TIA received over 60 submissions from more than 30 financial institutions submitting project details for evaluation.

The country level technology implementation awards programme is being run in conjunction with the widely recognised Asian Banker Achievement Awards, introduced in 2006.

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About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Hong Kong and Shanghai as well as representatives in London, New York and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. The company's website is www.theasianbanker.com

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