

Press Release

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## **KB Kookmin Bank wins best smart branch project award**

- Kookmin Bank implemented smart branch as a new sales channel.
- New-concept sales branch uses smart technology to achieve customer-driven experience.
- 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 has been named as winner of the Best Smart Branch 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 implemented smart branch as a new sales channel**

Noticing a change in customer needs, Kookmin Bank wanted to offer customers a banking environment that would allow them to take care of banking needs whenever and wherever they wanted.

Kookmin Bank embarked on a project to design a smart branch that would create a youthful and innovative brand image, while at the same time increase productivity through cost-efficient process innovation. The smart branch would also facilitate flexible responses to changes in the banking environment and banking trends.

### **New-concept sales branch uses smart technology to achieve customer-driven experience**

Kookmin Bank's smart branch enhanced branch sales and created a formidable marketing force by creating a business environment that strengthened the consulting function. It also increased channel convenience by implementing a ubiquitous banking environment.

Driven by the success of the smart branch, Kookmin Bank went further and implemented a mobile-based system for checking waiting status by branch and scheduling consulting appointments, giving it a flexible customer reception and monitoring process. "By offering a new customer experience – a mixture of self service banking activities via dedicated terminals, and face-to-face interaction with tellers if necessary, Kookmin Bank has been able to draw the new generation of customers to branches," said Bertrand Pigeon, Senior Research Analyst, The Asian Banker.

## **Inaugural The Asian Banker Technology Implementation Awards, Korea received over 60 submissions from more than 30 financial institutions**

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](http://www.theasianbanker.com)

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