

Press Release

FOR IMMEDIATE RELEASE

## **Shinhan Bank & LG CNS win best CRM project award**

- Shinhan Bank partnered LG CNS to implement CRM that increased sale performance.
- SMART SPURT allowed the bank to secure more client sales opportunities by improving business insight.
- Inaugural The Asian Banker Technology Implementation Awards, Korea received over 60 submissions from more than 30 financial institutions.

**Seoul, South Korea, 24 October 2013** – Shinhan Bank and its technology partner LG CNS have been named as winners of the Best CRM 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.

### **Shinhan Bank partnered LG CNS to implement CRM that increased sale performance**

In 2012, Shinhan Bank selected LG CNS to upgrade its B2B Marketing System (SMART SPURT), to enhance competitiveness in the corporate finance industry.

With SMART SPURT corporate client sales personnel can now utilise mobile devices to view details on clients, deals and contact instantaneously. Deals are also monitored step-by-step through the pipeline which allows the supervisor and the RM what is RM to gain better 'Business Insight'.

### **SMART SPURT allowed the bank to secure more client sales opportunities by improving business insight**

SMART SPURT system supports the complete set of corporate client's information for Shinhan Bank. "Shinhan Bank and LG CNS offers a high level of sophistication at the front end of their architecture by providing a 360 degree single view of their customers, thus allowing better tailored product offers," said Bertrand Pigeon, Senior Research Analyst, The Asian Banker.

It also allows the bank to view the internal and external information of the individual client through a 'one-stop' client information screen, which provides an individualized information feed and provides pre-sales opportunity, along with a customised profile by showing related information of the bank in approximately 1,600 news sources, which includes major & local news and specialized field industry information.

## **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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