

Press Release

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Standard Chartered Bank Korea & SK C&C win best multi-channel management project award

- Standard Chartered Bank Korea partnered SK C&C in multi-channel management project to streamline banking experience for customers.
- The bank adopted a platform enabling one-stop sale activities to be achieved across different devices.
- Inaugural The Asian Banker Technology Implementation Awards, Korea received over 60 submissions from more than 30 financial institutions.

Seoul, South Korea, 24 October 2013 – Standard Chartered Bank Korea and its technology partner SK C&C have been named as winners of the Best Multi-Channel Management 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.

Standard Chartered Bank Korea partnered SK C&C in multi-channel management project to streamline banking experience for customers

Standard Chartered Bank Korea contracted SK C&C to build a platform that could streamline banking processes for users’ convenience while also catering to the disabled. The bank chose an open solution allowing for multiple platform support and a more seamless experience.

“We believe IT systems are moving towards open platforms, accessible anywhere, anytime and scalable across borders to offer a seamless experience both for the customer and the internal user. Standard Chartered Bank Korea has shown that they are taking strides towards this goal,” said Bertrand Pigeon, Senior Research Analyst, The Asian Banker.

Leveraging on the vendor’s expertise, the bank adopted cutting-edge responsive web and QR code-enabled money transfer services, which enhanced the level of customer experiences and user interfaces while complying with Act on Prohibition of Discrimination of Disabled Persons (APDDP).

The bank adopted a platform enabling one-stop sale activities to be achieved across different devices

The bank adopted a platform enabling one-stop sale activities, available from multiple devices, operating systems, and browsers. Accessibility for disabled persons is now available. The platform also enables real-time counselling of call agents, whilst a customer-friendly website with purely Korean menus was built.

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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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