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Press Release

FOR IMMEDIATE RELEASE

E.Sun Bank and IBM win Best CRM Project award for Taiwan in 2014

- **E.Sun Bank and IBM implemented “One Bank”, a centralised customer experience management platform, to oversee inbound and outbound marketing activities within the organisation.**
- **One Bank is able to centrally manage and analyse each customer, provide seamless customer service and provide higher customer satisfaction.**
- **E.Sun Bank’s CRM initiatives provide the bank with a competitive edge, improving performance of its different business lines.**

Taipei, June 25th 2014—E.Sun Bank and its technology partner IBM have been named as winners of the Best CRM Project award for Taiwan in 2014 during The Asian Banker Technology Implementation Awards Programme for Taiwan. The bank and its IT partner received the award at The Taiwan Retail Financial Services Awards ceremony held at the W Taipei on June 25th 2014.

E.Sun Bank’s CRM project has two key components. First, a marketing data mart and data warehouse to integrate and store data sources from 18 different touch points as well as various business units. Second, a new campaign management platform to manage the campaign logic, customer segmentation, exclusion rules and assignment of offers at different touch points. The resulting platform “One Bank” provides a comprehensive data set to perform analyses, allowing marketing messages to be delivered to the right customers at the right time, prioritising relevant customised offers through preferred touch points.

The project provides the bank with a competitive edge, improving performance of its different business lines. The bank’s bad debt ratios in unsecured personal loans dropped by 194 % while its market share improved. Revenue from insurance commissions more than doubled and personalised offers increased by 28%. The project, which spans multiple systems, platforms, business units and touch points, took 1.5 years and an estimated 20,540 man-hours to complete.

The winners were honoured at a glittering event that celebrated their efforts in using the best technology to run their institutions and bringing superior products and services to their customers. This awards programme is designed to identify emerging best practices and recognise implementation goals and challenges from which other banks and vendors can learn. This programme uses the same stringent criteria and evaluation process as The Asian Banker Technology Implementation Awards presented during our annual Summit and

focuses solely on the achievements in the Taiwan banking industry. Winners are selected by a panel of advisors, industry leaders, practitioners and academics, based on in-depth submissions that showcase new concepts and technologies, and thought leadership.

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, Beijing, Manila and Dubai as well as representatives in London, New York, India 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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