

Press Release

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Taishin Bank wins Best Customer Relationship Management and Best Loyalty Programme award in Taiwan for 2014

- **With the implementation of the bank's customer relationship model, Taishin Bank is now able to make targeted offerings to clients based on their current account, banking history and previous engagement with the bank.**
- **Taishin Bank increased its total sales volume at the call centre by 16% with a 27% higher conversion rate in only six months.**
- **The bank launched its new loyalty programme platform which allows customers to combine reward points, exchange rewards and better manage their award accounts.**

Taipei, June 25th 2014—Taishin Bank has been named the winner of Best Customer Relationship Management and Best Loyalty Programme award in Taiwan for the year 2014 at The Asian Banker's second annual Taiwan Awards Ceremony. The ceremony was held at the W Taipei on June 25th 2014.

With the implementation of the bank's customer relationship model, customer service representatives are now able to offer individualised products to clients. Through its data mining and statistical modelling department, Taishin Bank was able to roll out five models to help gauge customer propensity to buy based on their current account, banking history and previous engagement with the bank to create a unique offering list that is uploaded to its customer service platform.

Taishin Bank has managed to increase its total sales volume at the call centre by 16% with a 27% higher conversion rate in only six months. The new Opportunity-Based Call Distribution system is able to identify a caller and direct the call either to a sales representative or a regular representative depending on his or her propensity-to buy-profile. With the new identification system, 40% of in-bound calls have been identified as being from potential customers. However they contribute to 78% of total sales, meaning that the bank has successfully targeted its potential customer base and allocated resources accordingly.

The bank launched its new loyalty programme platform which allows customers to better manage and utilise their reward points. Now customers can combine their reward points from Taishin internet banking, credit cards, ATM/EATM and online payment platform, exchange rewards and oversee their award accounts. In addition to increased customer loyalty, the bank has managed to cut expenses and increase revenue while boosting total trading volume from all channels by 5%.

The Asian Banker's Taiwan Country Awards is part of the Excellence in Retail Financial Services Programme which is acknowledged by the financial services industry as the highest possible accolade available to professionals and banks in the industry in Asia.

A stringent three-month evaluation process based on a balanced and transparent scorecard has been used to determine the winners.

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, Manila Hong Kong, Beijing and Dubai as well as representatives in London, India, 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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