

Press Release

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Vietnam International Bank (VIB) wins Best Social Media Initiative in Vietnam Award for 2016

- **High online customer engagement**
- **Strong social media visibility and customer online feedback mechanism**
- **Active employee participation in promoting social media presence**

Hanoi, Vietnam May 11th 2016— VIB has been named as winner for **Best Social Media Initiative** in Vietnam for 2016 during The Asian Banker's first Vietnam Country Awards Programme. The awards ceremony was held in conjunction with the prestigious award winning Asian Banker Summit 2016, the foremost annual meeting for decision makers in the financial services industry in the Asia Pacific region, at the JW Marriott, Hanoi, Vietnam on May 10th 2016.

High online customer engagement

In 2015, the number of engaged users on the bank's online platform experienced a double digit growth, generating 60 to 100 comments for each post and an average of 258 likes. VIB's online initiatives also surpassed 300,000 unique users, which strengthens the bank's online presence. VIB was able to effectively utilise its social media platforms such as Facebook, LinkedIn, and YouTube, in engaging its customers and increasing its social media visibility.

Strong social media visibility and customer online feedback mechanism

Furthermore, VIB agents actively respond to customer queries around the clock 24 x 7, with high turnaround rate of 10 to 30 queries responded to in just two hours. VIB ensures that these data are collected and analysed to improve the quality of products and customer service.

Active employee participation in promoting social media presence

VIB also effectively engages its employees to help in expanding their social media presence. VIB conducts internal contests to increase Facebook access among its employees to help stimulate online marketing promotions and information dissemination.

The Vietnam Country Awards programme, administered by The Asian Banker and refereed by prominent global bankers, IT consultants and academics, is the most prestigious of its kind. A stringent three month long evaluation process determined the winners from across Asia Pacific, Middle East and Africa. The winners were honoured at a gala event that recognized their efforts in using the best technology to run their institutions and bring superior products and services to their customers

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 and Dubai 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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