

Press Release

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Vietnam Technological & Commercial Joint Stock Bank (Techcom Bank) and SAPwinBest Mobile Banking Project in Vietnam

- **New mobile banking system is a key differentiator**
- **Provides superior customer experience**
- **Increased market share following implementation**

Hanoi, Vietnam May 10th 2016—Vietnam Technological & Commercial Joint Stock Bank (Techcom Bank) and its technology partner SAP were awarded **Best Mobile Banking Project** in Vietnam for 2016 during the tenth Asian Banker Technology Innovation Awards Programme. The awards ceremony was held in conjunction with the prestigious Asian Banker Summit 2016, the foremost annual meeting for decision makers in the financial services industry in the Asia Pacific region, held at the JW Marriott, Hanoi, Vietnam on May 10th 2016.

New mobile banking system is a key differentiator

Techcombank implemented a new, comprehensive mobile banking project that enabled integration with different systems to support its omnichannel architecture. The new platform supports both smart phones as well as traditional text-based mobile banking services, and provides not only basic functionality but also advanced functionalities such as social network transfer, saving account opening, and new loan application through mobile banking. Customers can also connect with Facebook and Google Plus to integrate with their friend lists in the social networks.

Provides superior customer experience

The new mobile banking platform enables the bank to customise and develop its services to differentiate customer experience. It allows users to change cover for user interface and provides an "eWallet" through mobile banking, allowing customers to transact without requiring opening of an account.

Increased market share following implementation

A significant market response has been achieved following implementation, with market share increasing dramatically from 0.76% to 3%, and customer churn decreasing by half.

The Asian Banker Technology Innovation Awards Programme, refereed by prominent global bankers, IT consultants and academics, provides an undisputed benchmark of technology implementation in an increasingly fierce marketplace. Every year the programme attracts a substantial number of submissions, describing a range of innovative solutions that demonstrate how IT can deliver significant benefits to the business of banking. A stringent three-month-long evaluation process determines the winners from across Asia Pacific, Middle East, and Africa. The winners are honoured in a gala event that recognises their efforts in using the best technology to run their institutions and bring superior products and services to their customers.

About The Asian Banker

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