

Press Release

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The International Excellence in Retail Financial Services Awards 2011

Standard Chartered Hong Kong Wins the Award for Excellence in Best Customer Relationship Management

- *Standard Chartered Hong Kong is the sole winner in Asia for Excellence in Best Customer Relationship Management.*
- *Standard Chartered Hong Kong launched a Total Relationship Rewards programme that recognises a customer's total relationship with the bank and offers brand differentiating products that add value to the customer's banking experience.*
- *Over 170 banks and financial institutions from 29 countries across the Asia Pacific, the Middle East, Central Asia and Africa were evaluated as part of the International Excellence in Retail Financial Services programme.*

Singapore, March 11th 2011—Standard Chartered Hong Kong has been named the sole winner for Excellence in Best Customer Relationship Management at the 10th International Excellence in Retail Financial Services Awards Programme. The bank received the award at The International Excellence in Retail Financial Services 2011 Awards ceremony, held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held at the Shangri La Hotel in Kuala Lumpur on March 11th 2011.

About 150 senior bankers from award-winning banks in 29 countries across the Asia Pacific, the Middle East, Central Asia and Africa attended the glittering event that recognises their efforts in bringing superior products and services to their customers.

The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants and academics, is the most prestigious of its kind.

A stringent three-month evaluation process based on a balanced and transparent scorecard used to determine the winners and the positions of various retail banks in the region is attached.

Standard Chartered Hong Kong is the sole winner in Asia for Excellence in Best Customer Relationship Management

The bank's Total Relationship Rewards programme was launched as a bank-wide loyalty tool to enhance customer loyalty through increased customer satisfaction and new business opportunities.

Since its introduction, it has recorded an impressive 600% increase in Net Promoter Score, an internal customer loyalty index. To date, the programme has won a 70% increase in new-to-bank customers. One of the winning features of the programme is the variety of products offered for different customer segments. The full suite of innovative products and services aim to serve customers in private, premium, priority, personal, preferred and SME banking.

Standard Chartered Hong Kong is committed to customer centricity and has taken it to new levels by having market tracking studies in which over 5,500 telephone interviews are conducted annually with findings shared across businesses for further customer relationship enhancement.

Standard Chartered Hong Kong launched a Total Relationship Rewards programme that recognises a customer's total relationship with the bank and offers brand differentiating products that add value to the customer's banking experience.

The programme offers awards and points for a variety of products including, among others, structured deposits, investments, insurance, mortgage loan, online banking, and payroll. The rewards offered encompass an impressive range of goods such as air miles that could potentially lead to free round-ticket trips. There is also an impressive range of some 200 merchandise available for the awards.

Chris Kapfer, head of Asian Banker Research, says: "Standard Chartered Hong Kong is the first bank in Asia Pacific to reward customers based on their overall banking relationship rather than by product." He adds: "This has been positively received, as evidenced by the 50% growth in number of products per customer and a 70% increase in new-to-bank customers."

Customer feedback has been strong and positive with comments such as, "Standard Chartered Hong Kong is my chosen and preferred bank against others." With this strategic focus on customer relationship, Standard Chartered Hong Kong shows definite promise for future growth in retail banking market share.

Over 170 banks in 29 countries across Asia, and this year for the first time Africa, were evaluated as part of The International Excellence in Retail Financial Services Programme.

"This year over 170 banks and financial institutions in 29 countries across Asia were evaluated as part of The Excellence in Retail Financial Services Programme in what has become the most prestigious, comprehensive and anticipated awards programme that recognises the pursuit of excellence amongst retail financial institutions anywhere in the world today" said Philippe Paillart, chairman of The International Excellence in Retail Financial Services Programme. He added: "It is amazing to see the rapid development of the retail financial services industry every year, and to experience the narrowing gap between mature and emerging market banks in terms of operational efficiency and technology."

The transparent award evaluation process uses a balanced scorecard approach and a comprehensive methodology to evaluate the strength of individual banks' retail banking

businesses that involve extensive research and probing interviews, and taps the combined experience of a team of experienced researchers.

Paillard, formerly vice chairman and CEO of DBS Bank and a pioneer in the retail banking industry in the Asia Pacific region, elaborated: “The Asian Banker Excellence Programme was instituted in 2001 on the premise that an outstanding player in the retail financial services industry should build business franchises that are sustainable, competitive and profitable over a period of time. To stay abreast of the rapidly growing geographic scope of the programme, The Asian Banker has renamed the awards ‘The International Retail Financial Services Awards’ in 2011.”

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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