

Press Release

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Standard Chartered Bank awarded Branch of the Year for 2016

- **Retail Workbench helped Standard Chartered Bank staff provide a personalised banking experience in the customer's environment**
- **Process efficiency improved customer service and the bottom line**
- **The bank's Retail Workbench platform increased sales by 36%**

Hong Kong, March 16th 2016— **Standard Chartered Bank** was awarded **Branch of the Year for 2016** at The Asian Banker's International Excellence in Retail Financial Services 2016 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 March 16th 2016 at the W Hotel, Hong Kong.

Retail Workbench helped Standard Chartered Bank staff provide a personalised banking experience in the customer's environment

Standard Chartered Bank has invested in customer servicing and product innovation through Retail Workbench, a tablet-based sales and service platform, which has changed the way staff work in the bank. The bank uses a secure commercial 4G LTE line that does not require physical connections and provides more flexibility in branch layout design.

Process efficiency improved customer service and the bottom line

With its Retail Workbench, branch staff are no longer tied to their desks. A paperless application process to open an account or complete a loan application in a wireless environment has become indispensable. Proximity banking, along with increased process efficiency, ultimately improved customer service and profitability.

The bank's Retail Workbench platform increased sales by 36%

With a full end-to-end approach offering straight-through processes for end-to-end client onboarding, account opening, and loans applications, average monthly sales increased by 32% in a Retail Workbench branch. The number of product sales per employee per day went up 24%, with top performers achieving 132%. Sales staff demonstrated increased productivity, making sales climb by 36%.

About 200 senior bankers from award-winning banks in 29 countries across the Asia Pacific, the Middle East, Central Asia, and Africa attended the Excellence in Retail Financial Services Convention, which recognises banks' 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 evaluation process across three months based on a balanced and transparent scorecard determines the winners of The Asian Banker International Excellence in Retail Financial Services Awards, and the positions of various retail banks in the region.

About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The company is headquartered in Singapore, with offices in Manila, 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.

For more information please contact:

Mr. Mobasher Zein Kazmi
Head of Research
Tel: (+65) 6236 6520
mkazmi@theasianbanker.com
www.theasianbanker.com

Ms. Janice Chua
Marketing Manager
Tel: (+65) 6236 6532
jchua@theasianbanker.com
www.theasianbanker.com