

Press Release  
Embargoed for 17th March 2017

## **BIBD awarded the Best Retail Bank in Brunei for 2017**

- **BIBD refined its retail product proposition to gain new customers**
- **The bank boosted its efficiency and distribution network to scale its business**
- **The bank also invested in its employees to drive growth**

**Tokyo, Japan, March 17th 2017**—BIBD was awarded the **Best Retail Bank in Brunei** for 2017 at The Asian Banker's International Excellence in Retail Financial Services Awards Programme 2017. The awards ceremony was held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention, held at Conrad Tokyo on March 17, 2017.

### **BIBD refined its retail product proposition to gain new customers**

The bank concentrated on improving its product propositions to gain new customers. To expand its market base, the BIBD launched new products such as a Visa credit card and a three-year step-up time deposit account. The bank also introduced a near field communication- (NFC) enabled payments system as well as e-vouchers from third party vendors on its mobile banking platform.

### **The bank boosted its efficiency and distribution network to scale its business**

BIBD was the first Bruneian bank to integrate biometrics sensors on its automated teller machines and smart branch. The bank also focused on offering differentiated products to its customers. In addition, the number of affluent customers also increased through Perdana, a banking privilege that offers luxurious and exclusive banking environment to its high-end customers.

### **The bank also invested in its employees to drive growth**

BIBD also continuously equip and up-skill its staff through dedicated training programmes. In 2015, a leadership programme was launched to hone the skills of the bank's future leaders. In addition, its customer service training helped the bank to achieve a 91% customer satisfaction rate.

About 200 senior bankers from award-winning banks in 25 countries in Asia Pacific, Middle East 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.

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