

## Press Release

### **CTBC Bank awarded Best Digital Social Media Initiative, Application or Programme, and Best Frictionless Customer Experience for 2019 at The Asian Banker International Excellence in Retail Financial Services Awards 2019**

- **CTBC Bank leveraged LINE Platform to dedicate personalized customer service**
- **The bank embraced social media to expand its financial ecosystems**
- **The bank enhanced customer service efficiency through “Smart CRM” implementation**

Dubai, March 21<sup>st</sup>, 2019—**CTBC Bank** was awarded the **Best Digital Social Media Initiative, Application or Programme, and Best Frictionless Customer Experience for 2019** at The Asian Banker International Excellence in Retail Financial Awards 2019. The awards ceremony was held in conjunction with The Excellence in Retail Financial Services Convention 2019 at Conrad Dubai, U.A.E on March 21<sup>st</sup> 2019.



*Standing from left: John Holder, Chief Technologist, Realities Centre London; Representative from CTBC Bank; Richard Hartung, International Resource Director, The Asian Banker*

### **CTBC Bank has leveraged LINE Platform to provide personalised customer service**

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After launching LINE platform and integrating with Business Connect, CTBC Bank has been dedicated to developing more personalised notifications to enhance personalised user experiences. Additionally, the bank has established a chatbox into LINE official account in order to better understand clients' inquiries; the function is based on the most used and searched keywords by clients. They can easily key in their inquiries and will immediately receive answer from the chatbox. The number of responses reached 30,000 of questions per day on average.

### **The bank embraced social media to expand its financial ecosystems**

CTBC Bank took the lead to issue LINE Pay credit card with LINE Pay in Taiwan and it has been the only one in the market for three years. The bank focuses on building a ubiquitous financial environment to upgrade customer experience. The payment function is meant to strengthen the financial ecosystem. With CTBC Line Pay card, users can collect LINE points. They can spend these LINE points when making purchases via the Line Gift Store, there is even an online-to-offline element where participating stores will accept payment wirelessly via Line Pay.

### **The bank has enhanced customer service efficiency through “Smart CRM” implementation**

The LINE Business Connect platform appeals to a wide range of bank and credit card users, especially to the tech savvy and foreigners traveling abroad. Regardless, the platform granted quick access to resolve urgent financial issues. The daily average usage increased from 650 to 1000 in 2017 and reached 6,500 in 2018. As more functions have been launched and users rely on our service, the growth rate of usage of Smart CRM has increased compared with its in 2017.

The International Excellence in Retail Financial Services programme is one of the most rigorous, prestigious and transparent awards programme for consumer financial services in the world. Covering all of the Asia Pacific, the Middle East and West Africa, the programme was instituted in 2001 to recognise the pursuit of excellence amongst retail financial institutions. The programme evaluates more than 300 banks and non-bank retail financial services players in more than 42 countries, via a rigorous audit-based approach.

### **About The Asian Banker International**

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You may visit the Excellence in Retail Financial Services Awards gallery at [https://www.facebook.com/pg/TheAsianBanker/photos/?tab=album&album\\_id=10157080239284804](https://www.facebook.com/pg/TheAsianBanker/photos/?tab=album&album_id=10157080239284804)

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