

## Press Release

### **Ping An Bank awarded Best Frictionless Omni Channel Integration for 2019 at The Asian Banker International Excellence in Retail Financial Services Awards 2019**

- **Ping An Bank's Omni Channel Integration boost user experience and service efficiency**
- **The bank enhanced retail business development through innovative operation model**
- **The bank built lifestyle ecosystems to fulfil clients' requirement**

Dubai, March 21<sup>st</sup>, 2019—**Ping An Bank** was awarded the **Best Frictionless Omni Channel Integration 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 Ping An Bank; Richard Hartung, International Resource Director, The Asian Banker*

### **Ping An Bank's Omni Channel Integration boost user experience and service efficiency**

Ping An Bank formed the leading intelligent operation tool through technology, and integrated physical branches and online banking, WeChat, and remote customer service. It breaks the time and space

TAB International Pte Ltd  
10, Hoe Chiang Road, #14-06 Keppel Tower, Singapore 089315  
Tel: (65) 6236 6520 Fax: (65) 6236 6530 www.theasianbanker.com

constraints of banking services and offers quality products and services to clients in a unified manner. For example, “smart counter” supported more than 90% of non-cash business, and most of transactions can be finished with “one-click” on the mobile banking APP.

### **The bank has enhanced retail business development through an innovative operation model**

Ping An Bank pioneered the combination of streamlined mode for hardware and software. At the same time, it promoted the upgrading of hardware and software through innovation of an intelligent platform, thus realizing the standardisation and intelligence of the new model “from 1 to 100 to the whole bank”. The area of the new store after innovation and transformation can support a larger business volume, and the production capacity has been significantly improved. The growth rate of AUM is 1.5 times more and the growth rate of deposits is 1.2 times more than traditional banks.

### **The bank built lifestyle ecosystems to fulfil clients’ requirement**

Ping An Bank’s new retail outlet is client-oriented, providing customers with one-stop comprehensive financial concessions, building a “living room” social ecosystem and a “five-kilometer surrounding” living ecosystem, providing a place to meet the social needs of customers’ lives. At the same time, the bank built online management platform to facilitate the timely release of relevant information in all branches, also to facilitates timely access to relevant activities and preferential information.

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**

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, Manila, 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. The company’s website is [www.theasianbanker.com](http://www.theasianbanker.com)

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)

### **For further information on the collaterals for winning banks, please contact:**

Mr. Alfred Labicassi  
The Asian Banker  
Email: [alabicassi@theasianbanker.com](mailto:alabicassi@theasianbanker.com)