

Press Release

Embargoed till 14th July, 2016

Bank of Ayudhya and FIS awarded for Best Branch Automation Award in Thailand in The Asian Banker Technology Innovation Awards 2016

- **Modern branch technology and simplified processing brought notable efficiencies**
- **Project resulted in enhanced customer experience and improved channel management**
- **Productivity increased by over 30%, while cross-selling improved for revenue growth**

Bangkok, Thailand July 14th 2016—Bank of Ayudhya and its technology partner, FIS, received the award for Best Branch Automation Award in Thailand for 2016 during the tenth Asian Banker Technology Innovation Awards Programme, held at The Westin Grande Sukhumvit, Bangkok, Thailand on July 14th 2016.

Modern branch technology and simplified processing brought notable efficiencies

The Branch Improvement (BI) project helped modernise branch technology, simplify processing, and revamp the front-end and user interfaces, resulting in significant operational efficiencies for the bank. The project aimed at providing 360 degree customer information, multi teller transaction on one click, new account opening process, and multi-channel architecture framework for the bank.

Project resulted in enhanced customer experience and improved channel management

Customer experience improved because of new functionalities that provided seamless and unified access to customer information. This facilitated quicker time to market innovative products and services using a more flexible and agile technology architecture.

Productivity increased by over 30%, while cross-selling improved for revenue growth

Through process automation, Bank Ayudhya ensured that no opportunities are dropped. The bank also facilitated higher revenue generation by providing its front end staff an integrated view of customer information to improve cross-selling. The project also brought significant operational efficiencies, which reduced the amount of time for opening accounts by 30%, improved productivity by over 30%, and helped increase deposits at branches by 13%.

The Asian Banker Technology Innovation Awards Programme, refereed by prominent global bankers, IT consultants and academics, provides an undisputed benchmark of technology implementation in an increasingly fierce marketplace. Every year, the programme attracts a substantial number of submissions, describing a range of innovative solutions that demonstrate how IT can deliver significant benefits to the business of banking. A stringent three-month evaluation process determines the awardees from across Asia Pacific, Middle East, and Africa. The awardees are honoured in a gala event that recognises their efforts in using the best technology to run their institutions and bring superior products and services to their customers.

About The Asian Banker

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