

Press Release

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KASIKORNBANK was awarded Best Data & Analytics Project in Thailand at The Asian Banker Thailand Country Awards 2017

- **The bank's new platform improved data access, insights and real-time marketing, while also improving customer experience**
- **The new platform enabled the bank to provide a single data source and timely response to inquiries from regulators, fraud prevention**
- **Strong business growth potential with significant efficiency benefits**

Bangkok, Thailand, 28th September 2017— KASIKORNBANK was awarded the **Best Data & Analytics Project in Thailand** for 2017 at The Asian Banker Technology Innovation Awards Programme. The awards ceremony was held in conjunction with The Asian Banker Thailand Country Awards 2017, the foremost annual meeting for decision makers in the financial services industry in Thailand, held at the St. Regis Bangkok Hotel on September 28, 2017.

The new platform improved data access, insights and real-time marketing, while also improving customer experience

KASIKORNBANK implemented its “Enterprise Big Data Platform & Analytics” project that helped it transform into a data-driven organisation using more unstructured data, better insights through predictive analytics and real-time marketing platform. It provides customers with consistent, omni-channel experience, while enabling customers to request and receive electronic documents online in real time.

The new platform enabled the bank to provide a single data source and timely response to inquiries from regulators, fraud prevention

The bank's new platform includes a “data lake” of centralised single-source data for analysis and reporting. Leveraging the data set on the new platform, the bank is able to process regulatory requests in real time compared to days earlier. It also allows the bank's data scientists to have 360-degree customer view with granular information. The system facilitated improved fraud protection and detection capabilities bringing significant expected cost avoidance.

Strong business growth potential with significant efficiency benefits

The project enables the bank to monitor customer intentions and design marketing activities resulting in real-time cross-sell and upsell capabilities that are accurate and relevant. The platform resulted in significant cost savings as it reduced impact analysis and troubleshooting costs, rogue data marts, provides timely and consistent management reports and reduces the financial and reputational damage of customer data leakage. Post-implementation bank is

able to handle over 10,000 requests per day and supports five up to ten internal users, while also handling up to 40 requests from mobile at one time.

The Asian Banker Thailand Country Awards Programme, refereed by prominent global bankers, IT consultants and academics, is the most prestigious of its kind in Thailand. Recipient of these awards are honoured in a gala event that recognises their efforts in bringing superior products and services to their customers. A stringent and long evaluation process determines the awardees.

About The Asian Banker

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

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