

Press Release

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Bank of Ayudhya (Krungsri) was awarded Best CRM Project in Thailand at The Asian Banker Thailand Country Awards 2017

- **The project provides accurate and real-time recommendations and decisions to customers**
- **The bank integrates big data and machine learning**
- **The system enabled the bank to improve lead conversion and campaign efficiency by over 50%**

Bangkok, Thailand, 28th September 2017— Bank of Ayudhya (Krungsri) was awarded the **Best CRM 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 project provides accurate and real-time recommendations and decisions to customers

Krungsri implemented the real-time Decision management (RTDM) system aimed at automating customer relationship management (CRM) and conducting real-time automated event-based campaigns. RTDM enables the bank to generate campaigns for customers seamlessly at near-real time. The automated campaigns bring higher response rate and improved efficiency in reaching customers.

The bank integrates big data and machine learning

The system integrates big data and multiple channels to enhance customer experience by triggering relevant information, predicting the best offer, and recommending the right offer to the customer at the right time. The campaigns, which earlier took over a month to be finished, can now be completed in real time. The bank enabled machine learning to create credit card recommendations resulting in higher response rate.

The system enabled the bank to improve lead conversion and campaign efficiency by over 50%

Krungsri's CRM deployment brings significant operational benefits to the bank, with an over 50% notable increase in its lead conversion and campaign efficiency rate. The bank witnessed an over 200% increase in the number of marketing campaigns executed post implementation.

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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