

Press Release

Embargoed for 16th March 2016

Hatton National Bank awarded Retail Bank of the Year award in Sri Lanka for 2016

- **Hatton National Bank has undertaken significant corporate strategies and initiatives to provide unparalleled customer service**
- **The bank has made substantial investments in information technology to advance its retail services**
- **The bank saw outstanding growth in its retail business through its vigorous sales efforts and refined approach to sales**

Hong Kong, March 16th 2016— **Hatton National Bank** (Sri Lanka) was awarded **Best Retail Bank of the Year for 2016** at The Asian Banker's International Excellence in Retail Financial Services 2016 Awards ceremony, held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held March 16th 2016 at the W Hotel, Hong Kong.

Hatton National Bank has undertaken significant corporate strategies and initiatives to provide unparalleled customer service

The bank has made concerted efforts to enhance customer engagement. It introduced "Matrix Management", which shifts administrative duties away from the retail outlet manager to allow the manager time for interaction with customers and sales staff to improve customer service. In 2015, the bank also created a Centralised Credit Processing Unit to assume PFS credit processing for the network. This system allowed the bank optimal deployment of staff to different departments to boost service.

The bank has made substantial investments in information technology to advance its retail services

The bank has always believed that digitisation is central to the future of banking, and accordingly has invested significantly in its digitisation efforts by offering mobile and internet banking solutions to customers. Some of the initiatives undertaken in 2015 were upgrading to an in-house e-banking platform that offers e-wallet, payment, and cash management products and services. Aside from this, the bank also invested in the installation of kiosks for bill payments, bulk cash deposit ATMs, and money changers. These efforts at digitisation and hassle-free usage became very popular with the bank's customers.

The bank saw outstanding growth in its retail business through its vigorous sales efforts and refined approach to sales

To improve sales, the bank launched its “Feet on Street” campaign that led the bank to existing and potential clients. This helped the bank develop its internal sales team and direct sales team, and improved the outlet front-line teams. The bank also instituted a sales culture within the organisation by providing training for staff through induction programs and by refining incentives to elicit better performance. As a result, the bank enjoyed remarkable growth in the retail segment with personal loan growth of 65%, auto loans growth of 65%, and total deposits growth of 26%.

About 200 senior bankers from award-winning banks in 29 countries across the Asia Pacific, the Middle East, Central Asia, and Africa attended the Excellence in Retail Financial Services Convention, which recognises banks’ efforts in bringing superior products and services to their customers. The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants, and academics, is the most prestigious of its kind.

A stringent evaluation process across three months based on a balanced and transparent scorecard determines the winners of The Asian Banker International Excellence in Retail Financial Services Awards, and the positions of various retail banks in the region.

About The Asian Banker

The Asian Banker is the region’s most authoritative provider of strategic business intelligence to the financial services community. The company is headquartered in Singapore, with offices in Manila, Malaysia, 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.

For more information please contact:

Mr. Mobasher Zein Kazmi
Head of Research
Tel: (+65) 6236 6520
mkazmi@theasianbanker.com
www.theasianbanker.com

Ms. Janice Chua
Marketing Manager
Tel: (+65) 6236 6532
jchua@theasianbanker.com
www.theasianbanker.com