

Press Release

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Taishin International Bank receives the Best Social Media Initiative in Asia Pacific Award for 2017

- **Taishin International Bank's digital platform, Richart, has been well received on social media**
- **The bank attracted younger social media adept customers**
- **The bank also initiated a social media campaign to monitor and provide real-time responses to customer feedback**

Tokyo, Japan, March 17th 2017— Taishin International Bank received the **Best Social Media Initiative in Asia Pacific Award** for 2017 at The Asian Banker's International Excellence in Retail Financial Services Awards Programme 2017. The awards ceremony was held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention, held at Conrad Tokyo on March 17, 2017.

Taishin International Bank's digital platform, Richart, has been well received on social media

Taishin International Bank's Richart, the first digital messaging platform created by a bank in Taiwan, provided young customers a channel to give feedback and raise queries. Richart was well received on social media. Its Facebook fan page and Line account gained over 2.3 million followers within six months of its launched in April 2016.

The bank successfully attracted younger social media adept customers

Taishin International Bank used humor, comics and graphics to attract younger customers. More than 50% of Richart customers are aged between 25 and 39 years. Because of its effective social media initiative, the user interaction rate of Richart's fan page is more than twice the interaction rate in the overall market.

The bank also initiated a social media campaign to monitor and provide real-time responses to customer feedback

Taishin International Bank also uses Google Analytics and social listening to better know the preference of its customers. Google Analytics helps the bank to gain deeper insights of its online customers. Social listening, on the other hand, allows the bank to capture user comments and respond in a timely manner.

About 200 senior bankers from award-winning banks in 25 countries in Asia Pacific, Middle East 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.

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