

Press Release

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Bangkok Bank and Fiserv win Best Mobile Banking Project for 2015

- **Bank implemented new comprehensive mobile banking project enabling reach to wide range of customers with diverse needs**
- **Project introduced some unique features resulting in strong market acceptance**
- **Bangkok Bank saw a surge in revenue growth and downloads following implementation, improving its market share**

Thailand, June 24th 2015 - Bangkok Bank and its IT partner Fiserv have won the **Best Mobile Banking project in Thailand** for 2015, during the ninth Asian Banker Technology Implementation Awards Programme. The awards ceremony, held at St Regis Hotel, Bangkok, was attended by international speakers and key decision makers in the financial services industry in Thailand.

Bank implemented new comprehensive mobile banking project enabling reach to wide range of customers with diverse needs

Bangkok bank introduced “BualuangmBanking” developed on ‘Mobility Edge’ for its customers to perform financial transactions via mobile devices. The project includes implementation of comprehensive mobile services across a wide range of mobile platforms including iOS, Android and BlackBerry OS. Support for Windows mobile OS applications was added later. Features were expanded to include credit card services and investment functions amongst others. The project enabled the bank to reach a broad reach of customers with diverse needs in the country.

Project introduced unique features resulting in strong market acceptance

Available in both English and Thai, the system accommodated the unique but specific needs of Thailand. It enabled features such as “quick balance” to let a user check their account balance instantaneously without logging in and ‘Scan to Pay’ providing a more convenient way for bill payments through scanning a barcode or QR code from the invoice. The platform is believed to be notably secure with built-in features such as fingerprint recognition, a custom numeric key board and activity tracking. The project was implemented in phases over 11 months and received strong market acceptance resulting in market share gain for the bank.

Bangkok Bank saw a surge in revenue growth and downloads following implementation, improving its market share

The new project enabled the bank to migrate customers to its mobile channel and significantly increase transaction volume through this channel. In 2014, mobile banking revenue grew by 55% on top of Internet banking revenue. Following the implementation, the bank saw one million application downloads within 11 months and mobile banking activity is significantly higher than industry average for the country. Mobile transactions were almost 50% higher than online transactions per month per active user. The project thus enabled the bank to significantly improve its mobile banking market share as well as gain higher customer satisfaction levels.

The awards program, administered by The Asian Banker and refereed by prominent global bankers, IT consultants and academics, is the most prestigious of its kind. A stringent three month long evaluation process determined the winners from across Asia Pacific, Middle East and Africa. The winners were honoured at a gala event that recognised their efforts in using the best technology to run their institutions and bring superior products and services to their customers

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, 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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