

Press Release

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## **Bangkok Bank and Fiserv awarded for Best Mobile Payment Award in Thailand in The Asian Banker Technology Innovation Awards 2016**

- **Bangkok Bank implemented instant P2P payment through Bualuang mBanking**
- **The new project resulted in higher customer satisfaction score and operational benefits**
- **Mobile transaction volumes grew, with 93% of active users subscribing to P2P**

**Bangkok, Thailand July 14<sup>th</sup> 2016**— Bangkok Bank and its technology partner, Fiserv, received the award for **Best Mobile Payment Award** in Thailand for 2016 during the 10<sup>th</sup> Asian Banker Technology Innovation Awards Programme, held at The Westin Grande Sukhumvit, Bangkok, Thailand on July 14<sup>th</sup> 2016.

### **Bangkok Bank implemented instant P2P payment through Bualuang mBanking**

Bangkok Bank introduced new features in its Bualuang mBanking service, including an instant peer-to-peer (P2P) transfer of funds through mobile phone. The service also facilitates online transfer to another bank account using a cash code from the sender, helping customers to easily manage their funds.

### **The new project resulted in higher customer satisfaction score and operational benefits**

The new payment service offers unique convenience that has helped the bank achieve a notable growth in its customer satisfaction score. Mobile channel usage increased by 100% in the last two years. P2P payments also help cut the costs of serving the customer, which resulted to an improved customer engagement.

### **Mobile transaction volumes grew, with 93% of active users subscribing to P2P**

The new payment features was well accepted by the market with 93% of the active users of the bank activating the P2P service. The number of mobile banking customers also increased by over 20% after the project was implemented, and mobile banking downloads went up by 35%. Because of these initiatives, Bangkok Bank's P2P and mobile banking transactions grew significantly.

The Asian Banker Technology Innovation Awards Programme, refereed by prominent global bankers, IT consultants and academics, provides an undisputed benchmark of technology implementation in an increasingly fierce marketplace. Every year, the programme attracts a substantial number of submissions, describing a range of innovative solutions that demonstrate how IT can deliver significant benefits to the business of banking. A stringent three-month evaluation process determines the awardees from across Asia Pacific, Middle East, and Africa. The awardees are honoured in a gala event that recognises their efforts in using the best technology to run their institutions and bring superior products and services to their customers.

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