

Press Release

Embargoed for 20 April 2010

The Asian Banker Technology Implementation Awards 2010

UOB wins the Special Award for Centralised Bankwide Call Recording 2010

- *UOB wins the Special Award for Centralised Bankwide Call Recording for its enterprise-wide project that offered a unified and consistent user telephony experience*
- *Over 50 financial institutions from 15 countries across the Asia Pacific, Gulf region and Central Asia were evaluated as part of the Technology Implementation Awards Programme 2010*

Singapore, 20 April 2009 – UOB and its project partners CanaPlus Consulting, Radiance Communications, Autonomy etalk, and Avaya, have been awarded the Special Award for Centralised Bankwide Call Recording in the fourth Asian Banker Technology Implementation Awards Programme held at the Asian Civilisations Museum on the evening of 19 April 2010. The awards programme was held in conjunction with the prestigious Asian Banker Summit 2010, the foremost annual meeting for decision makers in the financial services industry in the Asia Pacific region.

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 two-month long evaluation process, based on a balanced and transparent scorecard, determined the winners. A full list of winners is provided at the end of this press release.

UOB wins the Special Award for Centralised Bankwide Call Recording for its enterprise-wide project that offered a unified and consistent user telephony experience

UOB's Centralised Bankwide Call Recording Project with its partners CanaPlus Consulting, Radiance Communications, Autonomy etalk, and Avaya, was a project that recognised the importance of quality management in bank-to-customer voice interactions. UOB acknowledged that clients should be given a unified, consistent, and regulator-compliant telephony experience.

The solution also allows for remote service quality checks, remote sales audit and compliance checks, as well as the capacity to handle the expected increase in business volume. Business calls to the users' desk phones are now bridged to their mobile phones, extending the same functionality on the desk phones like call recording. Calls made from a mobile phone can also show the desk phone caller ID for true one-number portability, eliminating the need for users to disclose their personal mobile numbers.

“By providing a unified and consistent telephony experience, UOB was able to minimise customer complaints and maximised the effectivity of this client touch point. This quality

monitoring solution beyond the contact centre is a pioneering project that can be a best practice for the rest of the banks in the region,” says Chris Kapfer, Head of Asian Banker Research.

Over 50 financial institutions from 15 countries across the Asia Pacific, Gulf region and Central Asia were evaluated as part of the Technology Implementation Awards Programme 2010

The award evaluation process used a comprehensive methodology to evaluate the strength of individual technology implementations. It involved extensive research and tapped the combined experience of a team of experienced researchers and the expertise of an international panel of renowned industry practitioners. The members of the advisory panel are Alex Escucha, Nick Dean, Voranuch Dejakaisaya, Neil Katkov, Mac Kalyan, Steven Miller and Axel Winter.

“The Technology Implementation Awards programme was instituted in 2006 to discover path breaking IT projects that were executed within an acceptable timeframe, and had measurable impact on an institution’s efficiency and profitability,” Kapfer says.

About The Asian Banker

The Asian Banker is the foremost provider of strategic business intelligence on the financial services industry in the Asia Pacific and Middle East regions. The organization has offices in Singapore, Kuala Lumpur, Beijing and Dubai as well as representatives in Shanghai, London and New York. With a business that revolves around publications, research services, training and forums, the organization is highly regarded in the financial services community for its incisive and independent commentaries on developments in the industry. The company’s website is www.theasianbanker.com.

For more information please contact:
Ms Ananya Dutta
Direct (Singapore): (65) 6236 6174
dananya@theasianbanker.com

-Ends-

The Asian Banker Technology Implementation Awards 2010

Best Core Banking Implementation

Hua Xia Bank and Tata Consultancy Services

Best Data and Analytics Project

China CITIC Bank and FICO

Best CRM Project

Maybank and Teradata

Best Risk Analytics Project

CIMB Group and SAS

Best Banking Security System

ICICI Bank and Net-Square Solutions

Best ATM Installation and Management Solution

HDFC Bank and NCR

Best Branch Automation & Networking

Taishin International Bank, and Cybersoft Digital Services Corp., and Orbit Technology Inc.

Best Call Centre Project

Chinatrust Commercial Bank and Avaya

Best e-banking Project

Citibank

Best Multi-Channel Capability Project

HDFC Bank and NCR

Best HR Systems Implementation Project

YES Bank and Cyberedge Solutions

Special Award for Centralised Bankwide Call Recording

UOB, CanaPlus Consulting, Radiance Communications, Autonomy etalk & Avaya

Best Trading Back-office System

CFETS and Tata Consultancy Services

-End of List-