

Press Release

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## **Bank Danamon and Tagit win Best Mobile Banking Project award in Indonesia for 2015**

- **Bank Danamon implemented new, user-friendly D-mobile banking services**
- **The solution offered innovative social media banking and augmented reality features to customers**
- **The service received a strong uptake in the market with high activation rates**

**Jakarta, August 27<sup>th</sup> 2015**—PT Bank Danamon and its IT partner Tagit Pte Ltd have been named as winners of the Best Mobile Banking Project award in Indonesia for 2015 during the inaugural Indonesia Country Awards ceremony. The event which was held at the JW Marriot, Jakarta on 27<sup>th</sup> August, was attended by international financial services practitioners and key decision makers in the financial services industry in Indonesia.

### **Bank Danamon implemented D-mobile banking services, making it more user-friendly**

D-Mobile is the latest innovation from Danamon Bank's alternative banking channel, implemented with the help of its solution provider Tagit. This app enables customers to perform comprehensive transactions including account information queries, funds transfers and bill payments via a mobile device while offering personalisation features and connection to customers' individual social media platforms.

### **The solution offered innovative social media banking and augmented reality features to customers**

The bank introduced two innovative features in the app. D-Cash allows users to transfer funds via Facebook, including to non-customers of the bank. The augmented reality function allows users to utilise their phone camera to search for the nearest Danamon ATM and branch as well as credit card offers across different categories. The bank's signature user experience "Drum Roll" is also reflected, allowing users to easily switch between frequent and non-frequent transaction options. These innovative features significantly enhance the bank's mobile banking offering and customer experience.

### **The service received a strong uptake in the market with high activation rates**

This implementation has helped the bank to achieve more than 100,000 application downloads since its launch in November 2014. The activation rate was notable at over 75% accounting for almost 550,000 transactions since product launch.

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 glittering event that recognized their efforts in

using the best technology to run their institutions and bring superior products and services to their customers.

### **About The Asian Banker**

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