

Press Release

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Bank Central Asia awarded for Best Smart Branch Project in Indonesia in The Asian Banker Indonesia Country Awards Programme 2017

- **Bank Central Asia (BCA) launched digital kiosk with the self-banking solution to meet the needs of new age customers.**
- **BCA's digital branches offers innovative features with user friendly interface**
- **The project has successfully tapped millennials and resulted in 16% growth in new customers**

Jakarta, Indonesia July 27th 2017 —**Bank Central Asia** has won the **Best Smart Branch Project in Indonesia** for 2016 during The Asian Banker Technology Innovation Awards. The award ceremony was held in conjunction with the prestigious Future of Finance Indonesia, the foremost annual meeting for decision makers in the financial services industry in Indonesia, held at The JW-Marriott, Kawasan Mega Kuningan Jakarta, Indonesia on July 27th 2017.

Bank Central Asia (BCA) launched digital kiosk with the self-banking solution to meet the needs of new age customers.

BCA launched its digital kiosks 'MyBCA' to meet the needs of new age customers with innovative services including remote account opening, instant card issuance, cash transactions, mortgage and credit card applications and Flazz card issuance. MyBCA provides customer assistance through the HaloBCA call center video call feature. Enabled with touch screen features, every digital branch has representatives to guide the customers and all lending and mortgage facilities. It extends the banking service hours to 12 hours with personalised interaction through video.

BCA's digital kiosks offer innovative features with user friendly interface

The bank has 7 kiosks operational, strategically located at shopping malls. Enabled with touch screen features, every digital branch has remote video interaction features to guide the customers and all lending and mortgage facilities and cater to both transactional and account opening facilities. In 2016, the bank also launched MyBCA portable terminals and has already implemented six such terminals. With remote video interaction and features like ID scanning, the account opening process has become much faster through these kiosks.

The project has successfully tapped millennials and resulted in 16% growth in new customers

Post implementation, bank witnessed 28% growth in new to bank customers from MyBCA. With over 80% of these new customers in 21 -35 years, the bank has been successful in

targeting young customer's digital preference. Its 7 kiosks, which account for only 1% of its physical network, have contributed to 16% of account opened in 2016. The efficiency has improved with these kiosks as it takes 50 percent lower time than branches to open accounts.

The Asian Banker Indonesia Country Awards Programme, referred by prominent global bankers, IT consultants and academics, is the most prestigious of its kind in Indonesia. Recipient of these awards are honoured in a gala event that recognises their efforts in bringing superior products and services to their customers. A stringent and long evaluation process determines the awardees.

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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