

Press Release

FOR IMMEDIATE RELEASE

## **Taishin International Bank awarded Best Customer Relationship Management in Taiwan for 2017 at The Asian Banker Taiwan Country Awards 2017**

- **Taishin International Bank's customer-centric strategy has delivered significant results in wealth and assets management**
- **The bank's customer tagging database helped address the needs of customers more efficiently, resulting in better customer satisfaction rate**
- **Taishin International Bank is the first bank to launch the Repool project in Taiwan**

**Taipei, Taiwan September 12th 2017 - Taishin International Bank** was awarded **Best Customer Relationship Management in Taiwan** for 2017 at The Asian Banker Taiwan Country Awards 2017, the foremost annual meeting for decision makers in the financial services industry in Taiwan, held at Westin, Taipei on September 12th 2017.

### **Taishin International Bank's customer-centric strategy has delivered significant results in wealth and assets management**

Taishin International Bank customer-centric strategy resulted in significant growth in wealth management. Income from wealth management fees grew at a Compound Annual Growth Rate of 17%, and Relationship Manager Productivity grew at Compound Annual Growth Rate of 10%. It also had a growth in Assets Under Management (AUM) of 10%, indicating the successes of a customer-centric business strategy.

### **The bank's customer tagging database helped address the needs of customers more efficiently, resulting in better customer satisfaction rate**

The customer tagging database helped categorise customers based on their characteristics such as purchasing behaviour and channel preferences. The system then identifies the life area of customers, and provide services for them through facilities in their life area. This demonstrates the Bank's effort in catering to customers' needs. The bank managed to get at least 90% customer satisfaction rates, and achieved a 92% contact rate two months after the project was implemented.

### **Taishin International Bank is the first bank to launch the Repool project in Taiwan**

Taishin International Bank the first bank to launch the Repool project, which created a system that analyses customer life area to provide them better services. When customers

change their life areas, the bank will recommend new consultants to them based on their new life areas. This is to improve on the quality of services and boost customers' satisfaction. Also, the bank has established a team of financial consultants and product specialists that possess vast expertise and experience in big data and analytics, providing personalised recommendations to the customers.

The Asian Banker Taiwan Country Awards Programme, refereed by prominent global bankers, IT consultants and academics, is the most prestigious of its kind in Taiwan. 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 Singapore-based company has offices in Singapore, Malaysia, Manila, 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](http://www.theasianbanker.com)

### **For more information, please contact:**

Ms. Moira Zhan  
Tel: (86) 10 5869 4670  
[mzhan@theasianbanker.com](mailto:mzhan@theasianbanker.com)