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Press Release

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First Commercial Bank awarded Best Data and Analytics Initiative in Taiwan at The Asian Banker Taiwan Country Awards 2017

- **First Commercial Bank developed a predictive system to successfully capture customers' dynamic and static preferences**

- **The bank fundamentally changed its business logic and significantly improved campaign conversion rate by offering personalised products**

- **The bank recognised the importance of incorporating "time" factors, allowing it to build a broad database of customer profiles**

Taipei, September 12th 2017 — **First Commercial Bank** was awarded **Best Data and Analytics Initiative 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.

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First Commercial Bank developed a predictive system to successfully capture customers' dynamic and static preferences. This initiative spurred workers to act in a timely manner and respond to customers' real-time needs. After implementing this initiative, the bank's product cross-sell and credit loan for payroll customers increased remarkably.

The bank fundamentally changed its business logic and significantly improved campaign conversion rate by offering personalised products

The bank shifted from a product-centric to a customer-centric focus, categorising customers based on their web browsing history, studying and observing the patterns of customers, and offering personalised products to cater to the needs of customers. The bank also achieved improved conversion rate of credit card dynamic online advertisements by providing real-time personalised advertisements based on customers' dynamic preference and offline static behaviour.

The bank recognised the importance of incorporating "time" factors, allowing it to build a broad database of customer profiles

First Commercial Bank applied an integration between dynamic and static preferences and advanced analytic or modelling techniques to better target potential customers through multiple platforms. The bank also merged both offline and online data to provide relevant

products and predict consumers' needs, helping the bank build a broad base of vivid and rich customer profile.

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

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