

Press Release

FOR IMMEDIATE RELEASE

Taipei Fubon Bank awarded Best Network Integration Initiative in Taiwan at The Asian Banker Taiwan Country Awards 2017

- **Taipei Fubon Bank's online and offline network integration provided easier access to retail banking services, resulting in higher online transaction volume**
- **The bank' established better communication strategy and relationship with its clients, raising customers' satisfaction rate**
- **The bank achieved both online-to-online cross-platform and online-to-offline service integrations**

Taipei, Taiwan September 12th 2017 — **Taipei Fubon Bank** was awarded **Best Network Integration 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.

Taipei Fubon Bank's online and offline network integration provided easier access to retail banking services, resulting in higher online transaction volume

The bank used new technologies to improve its operations and promote digital platform integration. By integrating both online-and-offline channels, the bank was able to digitise the application and operation of its retail banking products, including wealth management, credit cards, and various loans. This effort helped customers find the online services they need more easily, increasing online transaction volume. From the launch of the online-to-offline (O2O) project until the end of November 2016, the number of online applications increased by 12%.

The bank' established better communication strategy and relationship with its clients, raising customers' satisfaction rate

Taipei Fubon Bank's O2O service integration resulted in effective interaction between the bank and its users, enhancing customer experience in different digital communication channels. The overall performance of the new internet banking saw a customer satisfaction of 92%, outperforming competitors.

The bank aims to achieve online-to-online cross-platform and online-to-offline service integrations

The bank aims to optimise customer experience by catering to customers' needs and providing easier and fuss-free digital banking services across different devices and platforms.

The bank developed new technologies and introduced upgrades for its apps to deliver carefree digital experiences.

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

For more information, please contact:

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