

## Press Release

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### **CIMB Bank awarded Best Self Service Project for 2017 in The Asian Banker Technology Innovation Awards 2017**

- **CIMB's Enhanced Virtual Assistant was launched with an aim to improve user experience with a new chat interface.**
- **It enables the bank to access wider demographics and send instant promotional alerts**
- **Implementation has led to a notable uptake and an improved cost effectiveness**

**Singapore, June 9<sup>th</sup> 2017-** CIMB Bank received the award for **Best Self Service Project** for 2017 in The Asian Banker Technology Innovation Awards 2017. The award ceremony was held in conjunction with the prestigious Asian Banker Summit 2017, the foremost annual meeting for decision makers in the financial services industry in the Asia Pacific region, held at the MAX Atria@Singapore EXPO, Singapore.

#### **CIMB's Enhanced Virtual Assistant was launched with an aim to improve user experience with a new chat interface**

CIMB pioneered banking chatbot in Southeast Asia called "CIMB Enhanced Virtual Assistant (EVA)" to manage a user's daily banking needs. It aims to gain a foothold in the area of conversational banking by reimagining the user experience for the bank's customers, built on an intuitive backdrop in chat interface. The chatbot is able to interact and assist customers through the transaction, mimic human interaction, where it is able to provide virtual assistance and offer a unique experience to bank customers.

#### **It enables bank to access wider demographics and send instant promotional alerts**

CIMB EVA provides incremental value-add by rendering the bank's online banking services more accessible to a wider demographic. It integrates customers' most frequently made transactions in the simplest, intuitive manner via text/chat, combined with a messaging platform in receiving transaction and promotion alerts.

#### **Implementation has led to a notable uptake and an improved cost effectiveness**

CIMB witnessed notable uptake and improved cost effectiveness post implementation. Bank saved around one fourth of million USD of cost with the enablement of instant messaging capabilities within mobile applications. Bank also witnessed 10% growth in mobile banking active users.

### **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)

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