

Press Release

FOR IMMEDIATE RELEASE

Taipei Fubon Commercial Bank and IBM awarded Best Data Analytics Project for 2017 in The Asian Banker Technology Innovation Awards 2017

- **Big data analytics platform improved data access, insights, real-time marketing while improving multi-channel experience of customers**
- **The bank enabled targeted real-time recommendations with location-based services**
- **The project brought threefold increase in sales conversion rate of insurance, credit card and personal loans and improved campaign efficiency**

Taipei, September 12th 2017 - Taipei Fubon Commercial Bank and its technology partner **IBM** received the award for **Best Data Analytics Project** for 2017 in The Asian Banker Technology Innovation Awards 2017. The awards ceremony was held in conjunction with 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.

Big data analytics platform improved data access, insights, real-time marketing while improving multi-channel experience of customers

Taipei Fubon Bank implemented its “Big Data Analytics Acceleration” project that helped the bank to transform into a data-driven organization using more unstructured data, developing better insights through prediction models and real time multichannel marketing. It integrated communication strategies across channels to provide customers with consistent, omni-channel experience and renders daily performance reports across channels for better campaign management and resource allocation.

The bank enabled targeted real-time recommendations with location-based services

The marketing analytics platform automatically detects behavioural triggers and immediately sends relevant marketing offers to customers. These offers reach customers at the right time and the right place through event based marketing and location-based service. The bank successfully eliminated many manual processes in sending offers enabling improved efficiency. It also decentralised the data collection process offering marketing personnel a convenient tool for collecting data on their own.

The project brought threefold increase in sales conversion rate of insurance, credit card and personal loans and improved campaign efficiency

Big data analytics resulted in significant improvement in business performance with a threefold increase in conversion rate of insurance, credit card and personal loan sales. The project improved efficiency in campaign design and execution with planning time shortened by 75%. Project also brought significant operational time and cost savings with greater flexibility and predictive modelling. It reduced 40% of ineffective marketing costs and reduced marketing activity deployment time by 3 to 5 days.

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 further information on the collaterals for winning banks, please contact:

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