

## Press Release

### **OCBC Bank awarded The Best HR Initiative, Application or Programme for 2018 at The Asian Banker Financial Technology Innovation Awards 2018**

**Beijing, May 24<sup>th</sup> 2018** –OCBC Bank received the award for **The Best HR Initiative, Application or Programme for 2018** at The Asian Banker Financial Technology Innovation Awards 2018. The award ceremony was held in conjunction with the prestigious Future of Finance Summit 2018, the foremost annual meeting for decision-makers in the financial services industry in the Asia Pacific region, held at the China World Hotel, Beijing, China on May 24<sup>th</sup> 2018.



*Standing from left: Gerald Tai, Senior Executive, Research, The Asian Banker, Andra Sonea, International Resource Director and member of the Asian Banker Technology Innovation Advisory Council, Jason Ho, Executive Vice President and Head of Group Human Resources, OCBC Bank, Foo Boon Ping, Managing Editor, The Asian Banker*

#### **A one-stop solution application for all human resource related queries**

OCBC Bank successfully established a brand new “HR in your pocket” interface, which is an easily accessible mobile application platform. The application solves and mitigates various human resource (HR) related issues for employees, which sought to eliminate existing problems, such as too many applications for employees and no means of resolving queries after office hours.

#### **A chatbot feature provided instant response to queries**

TAB International Pte Ltd  
10, Hoe Chiang Road, #14-06 Keppel Tower, Singapore 089315  
Tel: (65) 6236 6520 Fax: (65) 6236 6530 www.theasianbanker.com

The application includes an artificial intelligence (AI) chatbot that can answer queries beyond of office hours. The chatbot is able to detect voice and text commands, ask more detailed information, and answer questions. The AI is programmed with human-like conversational skills and natural language processing capabilities, and can answer over 6,000 questions built into the database. Personalised responses to individual queries, such as the status of claims or annual leave balances, can also be accessed. In addition, through the application, the bank gave employees access to a HR resource centre for leave applications, tracking of employee medical and lifestyle expense reimbursement claims, internal job postings, and the bank's employee directory.

**The project improved employee experience and saves manpower**

Following its implementation, the need for manual intervention in answering HR-related queries decreased, therefore allowing the resources to be channelled to other more productive activities. In the short time since its launch, over 20% of employees have become active on this platform. The chatbot can answer 90% of the employees' HR-related queries, resulting in a 50% savings in manpower.

**It brought unique AI and mobile-based solutions to employee problems**

The bank has implemented a unique solution that solves employee problems through AI, bringing instant resolution to HR issues. The initiative has gained employee acceptance, which has resulted in improved productivity.

**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 all Business Achievement Awards 2018 photos, please visit [https://www.facebook.com/pg/TheAsianBanker/photos/?tab=album&album\\_id=10156342028179804](https://www.facebook.com/pg/TheAsianBanker/photos/?tab=album&album_id=10156342028179804)

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

Ms. Neeti Aggarwal  
Senior Manager, Research  
The Asian Banker  
[naggarwal@theasianbanker.com](mailto:naggarwal@theasianbanker.com)