

Standard Chartered Bank wins 2012 CIO Asia Award for customer service innovation

9 May 2012



Standard Chartered Bank (Thai)'s initiative to improve service by making the account opening process faster and simpler for customers has been acknowledged at the recent 12th annual CIO 100 Index and CIO Awards.

Standard Chartered Thailand received a CIO Asia Award for its innovative 'account opening with smart card' initiative which applies technology to integrate information stored in a Thai national identity card of an existing or new customer, to the Bank's core banking system to significantly speed up the account opening process. Also, This initiative reduces the document storage.

Photo caption: Ms. Lyn Kok, Standard Chartered Bank (Thai) CEO (2nd from left), congratulates Mr. ANS Narayan, CIO (2nd from right) for receiving the CIO Asia Award.