



NEWS RELEASE

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Bank of East Asia embarks on CRM journey with NCR Teradata

The Bank of East Asia, Limited ("BEA"), Hong Kong's largest independent local bank, has embarked on a customer relationship management (CRM) journey with NCR Teradata Division, the world's leading decision support and analytic solution provider. This strategic, enterprise-wide project aims to provide BEA with the capability to better understand its customers' needs, deliver more personalised services, increase revenue income through cross-selling to targeted segments and, most importantly, boost the Bank's bottom line.

Today, the two companies announced the completion of the first stage of the CRM implementation, which provides BEA with a "single view" of customers. With a comprehensive picture of its customer profiles, BEA can provide tailor-made services that best suit the different needs of different customer segments. The personalised service would enhance the Bank's customer service level and utilise the Bank's resources more cost-effectively.

The companies also signed a new contract for stage two of the project. This will enable the Bank to better understand the relative value of each customer with regard to the detail

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activities they interact with the Bank. The in-depth understanding of customer value would be an important competitive asset to the Bank, which would enhance BEA's capability to retain them and to continue to provide them with personalised services.

"BEA is pioneering the enterprise-wide implementation of CRM in Hong Kong's banking sector," said Peter Hand, Vice President, Asia Pacific region, NCR Teradata. "The first step was to develop a centralised data warehouse which provided the Bank's senior management with a 'Single Version of the Truth' of the entire banking customer base across all business units. This serves as the foundation of BEA's CRM journey."

In the first phase, Teradata CRM solutions included Behaviour Explorer - Product View and Relationship Optimiser. These two applications enable BEA to analyse the characteristics of its product portfolio, channel usage and customer demographics. The Bank can then design appropriate cross-selling strategies – through product push or event-driven campaigns – and cost-efficiently automate and manage all of the campaign activities.

"We are proud to have NCR Teradata as our partner," said Dr. David K. P. Li, BEA's Chairman and Chief Executive. "This important agreement will greatly assist all of us at BEA to realise our service commitment to our customers. [With the aid of CRM tools to analyse customer preferences](#), we will be better able to provide services and products tailored for individual needs."

The implementation of the first stage of the project has already resulted in major improvements including rapid access to information, fast reaction time to market opportunities, speedy generation of campaign lists for marketing activities, the ability to analyse and track campaign results and increased opportunities for cross-selling.

With faster access to customer information BEA can react more swiftly to market opportunities and can make critical business decisions. Generating massive lists for campaigns now takes only a couple of days and tracking the results can be done in an instant. In addition,

cross-selling is more customer driven which drives higher levels of customer satisfaction and for better results.

In the second stage of its CRM implementation, BEA will create a Relative Value Model of each customer by using the details of every transaction that the customer has made with the Bank – through any data source.

This detailed information, which will be stored in the Bank's enterprise data warehouse, will provide BEA's staff with in-depth understanding of customers' true value. It will also enable the Bank to price its products and services differently to suit individuals or different demographic groups. Ultimately, it will provide BEA with the tools to follow a strategy that is based on the real value of its customers rather than on transaction amounts or volumes.

About The Bank of East Asia

Established in 1918, BEA is the largest independent local bank in Hong Kong with total assets of HK\$182 billion as of 31 December 2001. Over the years, BEA has gained an international reputation as a professionally managed and prudent financial institution that understands customer needs. The BEA Group now operates a total of 124 branches in Hong Kong, 15 outlets in Mainland China and maintains a strong presence in the US, Canada, UK, the British Virgin Islands and Southeast Asia. For further information, please visit www.hkbea.com.

About Teradata

Teradata, a division of NCR Corporation, offers powerful analytical solutions that help businesses drive growth. Teradata solutions include the Teradata database and analytical applications for customer relationship management, operations and financial management, business performance management and e-business. To learn more about Teradata and its solutions, go to <http://www.Teradata.com>.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a leader in providing Relationship Technology™ solutions to customers worldwide in the retail, financial, communications, manufacturing, travel and transportation and insurance markets. NCR's Relationship Technology solutions include privacy-enabled Teradata® warehouses and customer relationship management (CRM) applications, store automation and automated teller machines (ATMs). The company's business solutions are built on the foundation of its long-established industry knowledge and consulting expertise, value-adding software, global customer support services, a complete line of consumable and media products and leading edge hardware technology. NCR employs 31,400 in more than 100 countries and is a component stock of the Standard & Poor's 500 Index. More information about NCR and its solutions may be found at www.ncr.com.

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