



## **AIB's digital banking store 'The Lab' in Dundrum among winners in global banking awards**

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AIB has emerged as a winner among more than 150 other banks from 54 countries at the inaugural Global Distribution & Marketing Innovation Awards for retail banking, which were held in Paris last night. AIB scooped the award in the 'Physical Distribution category' for its digital banking store, 'The Lab', which is located in Dundrum Town Centre, Dublin.

The global awards program, jointly launched by Efma and Accenture, identifies and awards banks for providing ground-breaking customer innovations. Banks from around the world submitted close to 330 case studies of customer innovations.

The winners were selected by a combination of votes from a panel of judges composed exclusively of international senior retail bankers and online votes from Efma members.

AIB's Director of Personal, Business and Corporate Banking, Bernard Byrne, said: "We are delighted with this endorsement of 'The Lab' which we launched to improve our availability to customers through technology and to give one-on-one support and advice to customers as they become familiar with new banking technologies. We have been working hard to improve our digital offering to enable our customers carry out their banking at a time and place that suits them. AIB has over 860,000 registered phone and internet banking users, with 417,000 using mobile banking. Tablet banking has just been launched and we are constantly working to launch further innovations."

Secretary General of Efma, Patrick Desmarès said: "Many of the most impressive innovations came out of emerging markets, in Eastern Europe and Asia, competing with some of the biggest established banks. On the other hand, some of these established banks, such as BNP Paribas, La Caixa and Intesa Sanpaolo, are also demonstrating that the organizational culture change, which is required to execute an innovation strategy, is within the reach of the largest financial institutions. We hope that these innovations inspire others to examine what they are currently doing and identify opportunities to make further advancements in customer-facing products."

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**Notes to editors:**

This year's winners include:

**Multichannel and Customer-Experience Management:** Nykredit, Denmark for its Direct Banking – a team of online, remote personal advisors to help meet the needs of Nordic banking customers who prefer digital channels but still need one-to-one advice.

**Digital and Mobile Excellence:** BRE Bank, Poland for its new mBank – virtual branch with a unique app-like and mobile-enabled user interface, advanced and integrated personal financial management tools, redesigned customer-centric navigation, social media-integrated offers and a number of other innovative features not typically associated with online banking.

**Sales Effectiveness:** Hana Bank, Korea for its Hana N Cyber - An internet/mobile product sales model that strategically integrates on/offline channels and acquires new customers without the limitations and requirements that come from transacting at a branch location.

**Customer Analytics and Big Data:** Intesa Sanpaolo, Italy for Customer Dialogue Analytics - A new analytics approach with the aim to monitor and stimulate actions about overall relationship and selling activities in branches.

**Physical Distribution:**

- Aktifbank, Turkey for the Aktif Nokta Project - A versatile distribution channel where customers get banking and many other non-financial retail services at the same time.
- Allied Irish Bank, Ireland for “The Lab” – technology-driven digital banking store that brings all of AIB's leading edge technologies together in a physical hub to showcase, test and introduce customers to the best digital banking experience in Ireland.

**Responsible Business:**

- BNP Paribas Personal Finance (Cetelem), France for its financially fragile loan holder prevention program – anticipates loan holder's budget problems before their financial situations become too difficult, offering helpful advice and effective solutions.
- Maybank Berhad, Malaysia for its CashVille Kidz – a nationwide early financial education program that teaches good money management habits and empowers the younger generation to become financially savvy.

Two additional awards were granted to:

- BRE Bank, Poland, which was recognized as “The Most Disruptive Innovation” for radically changing and redefining the way it does business.
- La Caixa, Spain, which was recognized as “The Global Innovator of the Year” for committing its overall vision to innovation and developing innovative products to transform its business model.

### **About The Lab**

Ireland’s first digital banking store, The Lab (Learn about banking) in Dundrum Town Centre, is an innovative learning and research banking store focused on helping customers to maximise their use of existing and emerging technologies in banking services. Staffed by expert personnel, showcasing best in class digital banking and will be used to feedback customer requirements and preferences and inform the bank on its future technological developments. The Lab is open to the public on seven days a week basis, in line with Dundrum Town Centre’s retail opening hours.

### **About Efma**

As a global not-for-profit organisation, Efma brings together more than 3,300 retail financial services companies from over 130 countries. With a membership base consisting of almost a third of all large retail banks worldwide, Efma has proven to be a valuable resource for the global industry, offering members exclusive access to a multitude of resources, databases, studies, articles, news feeds and publications. Efma also provides numerous networking opportunities through working groups, online communities and international meetings. For more information: [www.efma.com](http://www.efma.com) or [info@efma.com](mailto:info@efma.com).