

Krungsri Consumer Wins ‘Asia Pacific Leader in Card Analytics’ From 2017 Financial Insights Innovation Awards



Bangkok, March 15, 2016 : “APAC Leader in Card Analytics” - Ms. Anshera Chumchaivate (second from left), Senior Vice President, Head of CRM & Pricing Department, and Mr. Jakkrit Klinsmith (second from right), Vice President, Head of Information Technology Digital & Innovation Section, Krungsri Consumer, received the ‘2017 Financial Insights Innovation Awards’ (FIIA) in the category of ‘Asia Pacific’s Leader in Card Analytics’ from the Asian Financial Services Congress 2017, held recently in Singapore by the IDC Financial Insights, the premier global provider of market intelligence, advisory services and event for the information technology market. Krungsri Consumer, the leader in credit card and personal loan business, is the only one Thailand-based financial institution who received the awards this year among leading financial institutions across Asia Pacific. The company won the title from its “Big Data Initiative”, which has deployed Big Data and Real-time Decision Marketing (RTDM) tools to analyze its customers’ data in order to be able to promote personalized marketing approach in line with the customers’ preferences in a timely manner, so as to enhance its customer experience.

The IDC Financial Insights Innovation Awards is an annual international awards organized by IDC Financial Insights. The criteria take into account responsiveness to market needs, effectiveness of deployment and market response and long-term business viability.