

Invitation

SAS Media Roundtable Delivering Personalised Online Banking Services With Customer Experience Analytics - Survey by HKU Public Opinion Programme reveals only 16 percent of local online banking customers think their banks understand their needs -

September 25, 2009 (Friday); 2:30 – 3:45 p.m.

The Internet is an increasingly vital channel for engaging customers. With the number of online banking users increasing at a global compound annual growth rate of 20% through 2012¹, online banking is poised to become the primary customer touchpoint in the next 10 years. However, the Internet is a challenging environment to govern, and it is difficult to ensure customer satisfaction.

The Public Opinion Programme at the University of Hong Kong recently conducted a survey on behalf of SAS Hong Kong, about online banking user experience in Hong Kong. The survey targets to gather insights on Hong Kong banking customers' usage pattern, satisfaction level, and expectations related to online banking services. According to the survey, only 16 percent of the more than 500 online banking users surveyed said their banks understand their needs.

You are cordially invited to a media roundtable hosted by SAS on **September 25, 2009 (Fri)**, at which **Dr Robert Chung, Director of Public Opinion Programme (POP) at the University of Hong Kong** will share the survey findings; while **Mr Cecil Ko, General Manager of SAS Hong Kong** will discuss the insights from the survey findings to banks in Hong Kong and how business analytics in particular, SAS for Customer Experience Analytics, can meet the emerging customer demand of personalised online banking experience.

Date:	September 25, 2009 (Friday)
Time:	2:30 – 3:45 p.m.
Venue:	Lushan Room Level 5, Island Shangri-la, Hong Kong Pacific Place Supreme Court Road, Central, Hong Kong

For RSVP and media enquiries, please call Karis Chiu or Christine Lam at Red Edge Public Relations

Tel: 2893 8799 / 1144 Fax: 2891 1991
e-mail: karis@red-edge.com / christine@red-edge.com

¹ Source: Tower Group report "Summer Blockbuster: Consumer Online Banking Moves from Supporting Cast to Lead Actor" (July 2009)