

Press Release

J.D. Power and Percipient to Form Strategic Alliance to Provide Customer Satisfaction Enhancement Programs to Financial Services Businesses in Asia

SINGAPORE: 12 AUGUST 2015 — J.D. Power and Percipient today announced their intention to form a strategic alliance to provide a range of customer satisfaction enhancement programs to banks and other financial institutions in Asia.

J.D. Power is a global marketing information services company with offices in Singapore, Tokyo, Beijing and Shanghai. Its quality and satisfaction measurements cover markets in China, India, Australia and Southeast Asia and provide detailed customer experience feedback across industries as diverse as automotive, insurance and banking.

Percipient is a technology and data analytics company based in Singapore. The company is focused on helping organizations apply comprehensive customer data to build a strong customer-first culture.

J.D. Power and Percipient plan to launch their alliance with a Channel Optimization program offered to retail banks in several Asian countries, including Singapore, Malaysia and India. This enables banks to assess how best to allocate channel resources in order to maximize customer satisfaction. The program draws on J.D. Power's expertise in customer satisfaction benchmarks and drivers, combined with Percipient's capabilities in the area of customer segmentation, customer profitability and channel analytics.

"In order to stay competitive, banks today must invest in multiple channels, from branches, ATMs and call centres, to Internet and mobile banking. But how can banks be sure that their customers are getting the channel service that they want? Our deep understanding of customer satisfaction indicators allows us to help banks answer this question," said Gerrit Kuyntjes, vice president and general manager of J.D. Power Asia Pacific.

"We are very excited to have the opportunity to team up with J.D. Power," said Navin Suri, Percipient's chief executive officer. "Together with our customer analytics skills and financial sector experience, we believe that we bring something unique to the Asian banking environment."

J.D. Power and Percipient have signed a Memorandum of Understanding. J.D. Power and Percipient expect to follow up their Banking Channel Optimization program with other programs that can improve customer satisfaction with their financial services providers, thereby helping financial institutions lift their customer penetration and investment returns.

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