

Nomination: 18947

Strengthen the Innovation Culture with BCA Innovation Award (BIA)

<b>Page: General Information</b>
<b>Name of Organization / Company</b> PT Bank Central Asia Tbk.
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<b>Web Site Address</b> <a href="https://www.bca.co.id/en">https://www.bca.co.id/en</a> ( <a href="https://www.bca.co.id/en">https://www.bca.co.id/en</a> )
<b>Page: Entry Information</b>
<b>Entry Title</b> Strengthen the Innovation Culture with BCA Innovation Award (BIA)
<b>Category</b> G01 - G07 - Award for Innovation in Events > G04. Award for Innovation in Internal (Corporate) Events
<b>Submission Format</b> An Essay of up to 625 Words

## Essay

As Indonesia's largest private bank, Bank Central Asia (BCA) is well-regarded for its excellence in transactional and relationship-oriented banking services. As of December 2023, BCA has 1.258 branch offices, served nearly 38 million customer accounts with banking transactions of roughly 82 million daily.

To achieve its vision "to be the bank of choice and a major pillar of the Indonesian economy" and to improve customer experience, BCA is encouraged to foster innovation culture through different initiatives. This will ensure BCA stays ahead in the banking industry.

Even though BCA is recognized as an innovative bank in Indonesia, the bank realizes that there are huge potential ideas can come up from employees in any level or department. Therefore, in 2014 BCA introduced a competition platform called BCA Innovation Award (BIA) to pool ideas, sustain and strengthen innovation culture in the company.

BIA is held annually with different innovation focuses each year depending on BCA's needs. For instance, in 2022, the focuses were RPA, low-code programming, internet of things, and biometrics, meanwhile in 2023 were block-chain, immersive experience, and AI.

There are two innovation categories in BIA:

- New Business Concepts (NBC): Concentrating on novel ideas that have never been put into implementation
- Continuous Improvement Process (CIP): Emphasizing potential enhancements to the company's present product line

Between 2014 and 2023, around 95% of work units (including head and branch offices) have been involved in BIA, resulting in more than 5,500 submitted ideas. The highest percentage of papers ever submitted to BIA was in 2023 with 822 submissions. Each paper can be submitted individually or in groups (2-3 people) and it must be supervised by a leader with at least a vice president level position. The papers are graded based on the plan (how well the product is developed based on the background of the problem), do (can the products be made with existing resources), check (is the product profitable for the business), and action (the clarity of results and standardization).

The three stages of selection in BIA are:

- Stage 1: Paper-based selection by head-office and branch-office judges resulting in 140 papers
- Stage 2: Video and paper-based selection by BIA's committees and reviewers resulting in 48 semi-finalists & 12 grand-finalists
- Stage 3 / Final: Presentation-based selection to rank the 12 grand-finalists and determine 3/2/1-star(s) winners. Grand finalists will have on-site live presentation in front of panels and experts, demonstrate their ideas along with the prototype. This event will also be broadcasted online on BCA's internal channels.

The winners' ideas are, then, adopted and trialed to check if they can work in the existing environment system of the company and implemented with thorough monitoring by BIA's committees and BODs. Meanwhile every leader in BCA will support the implementation process. As an appreciation of their achievement, winners will be invited to the BCA Award, BCA's annual awarding ceremony for high-achieving employees and work-units.

Here are some of the BIA winners' ideas implemented widely in BCA:

- VIRA (Virtual Assistant Chat Banking): A chat bot assisting customers in conveniently accessing banking service transactions and various promo info from third-party apps such as LINE, Facebook Messenger, and WhatsApp.
- Augmented Reality-based program for Problem Solving at STAR Teller Machine: An AR-based app showing instructions on how to fix errors on the STAR teller machine (a machine to speed up cash deposit and withdrawal at teller). This has helped BCA cut down costs by almost USD 300000/year.

Overall, BIA has overarching impacts for BCA by encouraging teamwork and collaboration between BCA's employees, promoting innovation culture, and enabling BCA to remain competitive in industry trends. BCA has also received various international recognition such as Global Contact Center Asia Pacific 2023-Best Improvement Strategy, Forbes World's Best Bank 2023, and World's Most Trustworthy Company from Newsweek.

## For this category please provide

An essay of up to 625 words describing the nominated innovation(s) in event conception, development, planning, promotion, and/or execution since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Up to 10 supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. These may include video clips, photographs, press reviews, news articles, and so on.

Optionally, you may list creative and production credits for your event(s) - a list of the people and organizations that contributed to its development.

## Credits

### Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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**URL 3**

<https://www.forbes.com/lists/worlds-best-banks/?sh=2e1a53477ef6> (<https://www.forbes.com/lists/worlds-best-banks/?sh=2e1a53477ef6>)

**URL 4**

<https://www.newsweek.com/rankings/worlds-most-trustworthy-companies-2023> (<https://www.newsweek.com/rankings/worlds-most-trustworthy-companies-2023>)

**URL 5**

<https://keuangan.kontan.co.id/news/bca-raih-predikat-sebagai-bank-paling-terpercaya-di-dunia-versi-newsweek> (<https://keuangan.kontan.co.id/news/bca-raih-predikat-sebagai-bank-paling-terpercaya-di-dunia-versi-newsweek>)

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<https://www.bca.co.id/en/tentang-bca/media-riset/pressroom/siaran-pers/2023/11/21/10/22/raih-predikat-worlds-most-trustworthy-company-di-industri-perbankan>  
(<https://www.bca.co.id/en/tentang-bca/media-riset/pressroom/siaran-pers/2023/11/21/10/22/raih-predikat-worlds-most-trustworthy-company-di-industri-perbankan>)

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<https://www.youtube.com/watch?v=K9-ILinKuM4> (<https://www.youtube.com/watch?v=K9-ILinKuM4>)

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