

# TAISHIN INTERNATIONAL BANK



<b>INITIATIVE</b>	Project RICHIE - People Centric Model 2.0
<b>AWARD</b>	Celent Model Wealth Manager 2026 for <b>Essential and Emerging Technologies</b>
<b>EXECUTIVE SUMMARY</b>	<p>Taishin Bank’s 2025 Profit-Aware Personalization Initiative enhances its People Centric Model by integrating profit metrics into a LambdaMART-based recommendation system.</p> <p>Using over 500 features and weekly model updates powered by open source Kuberflow, the bank balances customer relevance with commercial value while maintaining conversion rates.</p> <p>This “Value-First” approach transforms passive product suggestions into intelligent, curated financial advice, optimizing resource allocation and positioning Taishin as a leader in AI-driven banking efficiency.</p>
<b>TIMELINE</b>	<ul style="list-style-type: none"> <li>• The project started in early 2025, with key milestones including: <ul style="list-style-type: none"> <li>– Data library expansion in Q1 2025,</li> <li>– Algorithm refinement and Alpha tuning in Q2 2025,</li> <li>– A/B testing in Q3 2025, and</li> <li>– Integration with weekly predictions in Q4 2025.</li> </ul> </li> <li>• The go-live date was late-2025.</li> </ul>
<b>KEY BENEFITS</b>	<ul style="list-style-type: none"> <li>• Model-building time was reduced by 23%</li> <li>• The initiative delivered a 7% revenue uplift building on the prior \$1.2 million generated by earlier iterations</li> </ul>
<b>KEY VENDORS</b>	Kuberflow platform
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Source: Taishin International Bank