THE ASIAN BANKER®
STRATEGIC BUSINESS INTELLIGENCE FOR THE FINANCIAL SERVICES COMMUNITY

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Press Release

China Construction Bank awarded the Best Data Analytics Initiative, Application or Programme for 2018 at the Asian Banker Transaction Awards 2018

Beijing, May 24th 2018- China Construction Bank received the award for **The Best Branch Digitisation Initiative, Application or Programme for 2018** at The Asian Banker Transaction Awards 2018. The award ceremony was held in conjunction with the prestigious Future of Finance Summit 2018, the foremost annual meeting for decision-makers in the financial services industry in the Asia Pacific region, held at the China World Hotel, Beijing, China.

Standing from left: Siddharth Chandani, Research Analyst, The Asian Banker; Bill Chua, International Resource Director, The Asian Banker ; Chen Dan, Assistant Director, China Construction Bank; Matthew Welch, International Resource Director and member of the Asian Banker Transaction Awards Advisory Council

CCB applied big data to solve problems for small and micro enterprise business

China Construction Bank aimed to solve problems that it faces in the development of the small and micro enterprise (SME) business, and finds solutions through the use of big data. The bank promotes the project to control credit risk and innovate new products.

Established an enterprise-level data management system and developed a tax product for SMEs

The project incorporates massive data, and is used to scientifically define business indicators, and uses algorithms to build customer mining models, smart approval models, credit

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calculation models, fraud prevention models, and risk warning models. On this basis, the project has established a database which uses a specific big data model.
Using the customer's tax data, the bank's "Cloud Tax Credit" product innovatively developed the first small-scale micro-cloud tax credit product in China. The "Cloud Tax Credit" product accounted for nearly 30% of the Bank's inclusive financial credit balance, effectively facilitating the development of inclusive financial services throughout the Bank. "Cloud Tax Credit" product used taxation data to combine both in-line and external data, thus promoting the collaborative value of internal and external data.

Achieved business goals

After the implementation of the project, the value of the Bank's loans increased by 30 billion yuan, while the non-performing loan rate dropped by 0.28 percentage points. At the same time, the number of new credit customers increased by 37,000. Finally, the early risk warning model was optimised using cutting-edge machine-learning algorithms, resulting in great improvements. In 2017, the early warning rate dropped from 70% to 5%, and the accuracy rate increased from 6% to 42%.

The Frictionless Transaction Awards recognised both traditional and non-traditional players providing outstanding customer-centric solutions, connections and access channels to users of transaction services that were creatively designed to give better user experience, efficiency, speed, flexibility and cost effectiveness. The winners of this award underwent a stringent evaluation at the regional level to emerge as the most 'frictionless' initiative, application or programme. For specific details relating to description of the awards, evaluation criteria and process, kindly visit http://www.asianbankerawards.com/transactionawards/index.php.

About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The company is headquartered in Singapore, with offices in Manila, Malaysia, Hong Kong, Beijing, and Dubai, as well as representatives in London, New York, and San Francisco. It has a business model that revolves around three core business lines: publications, research services, and forums.

For all Business Achievement Awards 2018 photos, please visit https://www.facebook.com/pg/TheAsianBanker/photos/?tab=album&album_id=10156342028179804

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