

Press Release

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CIMB Thai Bank PCL and 9Stepsdigital Co. Ltd. win Best Lending Platform Implementation Project for 2015

- **CIMB implemented the Post Approval Secured Loan Automation system to support retail secured loans**
- **The project supports long-term growth through an automated process**
- **The bank gained strong operational efficiency and time savings of over 30% per application**

Thailand, June 24th 2015 - CIMB Thai Bank and its IT partner 9Stepsdigital have won the **Best Lending Platform Implementation project in Thailand** for 2015, during the ninth The Asian Banker Technology Implementation Awards Programme. The awards ceremony, held at St Regis Hotel, Bangkok, was attended by international speakers and key decision makers in the financial services industry in Thailand.

CIMB implemented the Post Approval Secured Loan Automation system to support retail secured loans

Moving from a manual and labour intensive process to an automated process, CIMB Thailand implemented the Post Approval Secured Loan Automation (PASLA) system. The system supports the post approval of retail secured loans resulting in higher efficiency, reduced turnaround time and improved customer satisfaction levels through tracking and communication.

The project supports long-term growth through an automated process

The project enhanced productivity through optimised work flows to load balance application volume, resulting in faster turnaround time. It also enabled real-time monitoring for better customer service levels. Project is expected to support long-term growth, reduce operating costs and credit risks that might occur through manual processes. Once the loan process is completed, documents are generated automatically.

The bank gained strong operational efficiency and time savings of over 30% per application

The project resulted in over 30 % time saving per application. An SMS is automatically sent to customers following loan approval or rejection significantly saving time. The automation resulted in significant improvements in cost savings.

The awards program, administered by The Asian Banker and refereed by prominent global bankers, IT consultants and academics, is the most prestigious of its kind. A stringent three month long evaluation process determined the winners from across Asia Pacific, Middle East and Africa. The winners were honoured at a gala event that recognised their efforts in using the best technology to run their institutions and bring superior products and services to their customers

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