

Press Release

Embargoed for 28th September 2017

Bank of Ayudhya (Krungsri) was awarded Best Lending Platform Implementation Project in Thailand at The Asian Banker Thailand Country Awards 2017

- **Krungsri implemented an innovative mobile and GIS-enabled ‘collateral valuation system’**
- **The new solution provides high level of automation resulting in significant efficiency benefits**
- **The solution provides user-friendly interface and reduces credit approval time**

Bangkok, Thailand, 28th September 2017— Bank of Ayudhya (Krungsri) was awarded the **Best Lending Platform Implementation Project in Thailand** for 2017 at The Asian Banker Technology Innovation Awards Programme. The awards ceremony was held in conjunction with The Asian Banker Thailand Country Awards 2017, the foremost annual meeting for decision makers in the financial services industry in Thailand, held at the St. Regis Bangkok Hotel on September 28, 2017.

Krungsri implemented an innovative mobile and GIS-enabled ‘collateral valuation system’

Krungsri implemented “collateral valuation system”, an end-to-end workflow system equipped with queue management, geographic information system, valuation tools, and suite mobile solutions to provide improved appraisal process. The bank integrated the new system with loan origination system to reduce risk in collateral valuation by using information and accuracy analysis tools.

The new solution provides high level of automation resulting in significant efficiency benefits

The new system improved productivity of appraisal processes through automated workflow and full mobile function, which also improved customer experience. It brings transparency to overall credit approval and collateral valuation status and results in improved efficiency through status tracking by phone call, ease out front liners to support customer inquiry, and minimise manual process. The mobile solution brings 25% productivity improvement by facilitating staff to increase the number of site visits and reduced transportation costs by 50%.

The solution provides user-friendly interface and reduced credit approval time

The new platform provides high-availability server and flexible, user-friendly interface. It shortens credit approval turnaround time to two days from the previous three-day turnaround and the bank witnessed a 40% growth in the number of appraisers.

The Asian Banker Thailand Country Awards Programme, refereed by prominent global bankers, IT consultants and academics, is the most prestigious of its kind in Thailand. Recipient of these awards are honoured in a gala event that recognises their efforts in bringing superior products and services to their customers. A stringent and long evaluation process determines the awardees.

About The Asian Banker

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