bizagi

AEON Credit Service (Asia) Co. Ltd approves credit release decision in 30 minutes with digital process automation to provide customers with ready-to-use credit cards in-branch

Industry: Financial Services
Location: Hong Kong

Financial company ACSA was looking to speed up its credit card application process, which was taking over two weeks from the moment that customers filled out a paper form in-branch until they had their credit limit set and new card sent to them to use.

Automating the credit card application process has reduced the time that it takes to approve credit limits to under 30 minutes from completing application through to physical credit card in the hands of the customer. ACSA has combined this with on-site embossing machines so customers can get their new credit cards, ready to use, on-the-spot.

> *"Now the process has been automated... if you satisfy our judgement criteria, you will get a credit card to use within 30 minutes. This is compared to over two weeks before automation with Bizagi."*
>
> **Tony Fung,**
> CIO

30 minutes
to provide new customer with a credit card

5 minutes
to capture new customer information

Objectives

- Speed up approval process, currently takes one week (part of total process of over two weeks)
- Provide customers with on-the-spot credit cards
- Improve accuracy of capturing customer information at source
- Reduce large amounts of paper involved in the process
- Reduce manual work for employees to make them more productive

Achievements

- 5 minutes to capture new customer information
- Using tablets to capture customer information improved accuracy
- Under 30 minutes to capture new customer details, approve credit limit and print new credit card
- Digitized process to eliminate paper, saving time and money
- Staff save time by eliminating need to manually enter details into system
- Re-used credit card approval process for 'no-show' loan via mobile app. Unsecured loans applied for, decisioned, and fulfilled within minutes

Overview

ACSA wanted to transform their traditional credit card application process, which took two weeks from start to finish to complete. The process relied on paper forms, with staff having to write customer details down and manually input information into their system for credit approval.

Using Bizagi, they were able to digitally capture customer information. Then using digital process automation, the information was sent to be approved and a credit limit assigned, before printing a new credit card for customers in-store. This whole process now takes less than 30 minutes to complete, bringing more new business to AEON and delighting customers with rapid service.

Challenge

The credit card application process was very laborious, manual, paper-based: if a customer wanted to apply for a credit card, they needed to fill out a paper form and submit it to branch staff. This paper form was shipped back to their headquarters in Hong Kong, and then scanned to ACSA's data input center, where data input agents would type the details from the paper into their system so they could start the credit judgement and determine what their credit limit could be if they can authorize them the loan.

Using this complicated method meant approvals could take up to two weeks to complete. Capturing customer information on paper also led to a high margin of error, which could slow down the process even more. ACSA wanted to make the process more efficient to improve efficiency and improve the customer experience. Legalities around paper forms also meant that they have to securely store sensitive customer data in warehouses, which was costing them money. So, the project was dubbed the paperless project for customers.

Solution

Selected for its proven package-solution approach, Bizagi was chosen by ACSA to automate the process, with project managed and implemented by their partner Fuji Xerox. AEON assembled a project team comprised of members from their IT division, user divisions and the credit assessment department.

The credit approval process was mapped out in Bizagi to be ready for automation. This included integrating the process with several key systems used by AEON, including their AS400 core system to store all credit card and loan customer information, a rules engine that provides recommended credit limits, the Credit Bureau TransUnion in Hong Kong for credit scoring and their NetMember membership portal which allows customers to view their e-statements and latest updates.

"The process diagram shows the status of each case and where it's at, or how many items are pending for each process, so it is very useful for both the IT and user side to see how the application is progressing."

Raymond Chan,
IT Manager

Results

The process has now been automated with all information being entered and reviewed digitally through Bizagi. In-branch, customers now enter their details into a digital form on a tablet, which is sent directly to the staff for credit approval and automatically passed through their AS400 system, rules engine and Credit Bureau TransUnion. Using a tablet has reduced the margin of error when capturing new customer information as there are no doubts over illegible handwriting, and it is easier for staff and the customer to verify that all information is correct before submitting the digital form.

"Now our staff have a digital solution available, we do not see any paper forms in our headquarters. Staff would spend hours scanning paper forms back and forth, but now we have eliminated this process and saved them lots of time."

Tony Fung,
CIO

To save further time, there is plan that a photo can be taken of the customer's Hong Kong ID card using optical character recognition (OCR) technology to capture and auto-fill customer information and attach this to their application form. The total amount of time to capture new customers' information now does not exceed 5 minutes.

This has saved AEON a significant amount of time, reducing the credit approval process from two weeks, to just 30 minutes. They have combined Bizagi's automation with in-branch card embossing machines so that customers can get a credit card printed there and then when they walk into branch or visit booths within AEON's sister company's department stores. This is particularly useful for in-store promotions, e.g. a customer would get a discount on a television if they signed up for a credit card and then used that card when it was processed 30 minutes later to purchase said television.

AEON was able to re-use the credit card approval process to open a new channel for 'no-show' loans via a mobile app. This most recent process allows unsecured loans to be applied for, decisioned, and fulfilled within minutes.

Funds are then transferred directly to the customer's bank account via Faster Payment System (FPS).