

## Consolidated credit card application processing to increase efficiency and reduce operational and labor costs

**INDUSTRY:**

Banking

**SOLUTION:**

Credit Card Application Processing

*"We successfully constructed a new web-based credit card application processing solution based on Alero software. The new solution dramatically improves the process, allowing users to access information securely and in real time, while imposing strict information safeguards."*

**Kenny Lee**

Director of Banking Solutions  
SpenoCom Co., Ltd.

### The Business

Serving an estimated 10 million customers with 560 branches throughout South Korea and abroad, 6,000 employees and 63 billion US dollars in assets, ChoHung Bank (CHB), now an integral part of the ShinHan Financial Group, accommodates its customers with the personalized service they have come to know and expect. ChoHung Bank is South Korea's oldest bank founded in 1897 and provides a large range of services to its customers, from checking/savings accounts to investment portfolios to credit loans. A large percentage of the bank business and revenues come from business and personal credit card services, which totals more than 15,000 new credit card applications per day.

### The Challenge

In the process of signing new business and personal credit card customers, each branch was manually handling, processing and storing credit card applications and related documents locally, making this documentation unavailable to other areas of the bank different than the local branch where the documents were processed. In addition, by manually processing and handling these documents at the branch level, the process was inefficient, risky and prone to problems, including the loss, misfiling, and/or mishandling of documents or the confidential information contained within them. ChoHung Bank was in need of a secure way to standardize the process, minimize risks, and increase efficiency and productivity.

### The Alero Solution

ChoHung Bank realized they could not solve this problem themselves and turned to the industry for help. Although they had many choices to select from, CHB chose Alliance Systems (now called "SpenoCom") and Alero Technology because of their reputation in the Korean banking industry. SpenoCom built a Credit Card Content Management solution for CHB where the process was streamlined, information was stored centrally and made available to the entire bank, and the criteria for providing credit was standardized. The solution was designed specifically to solve CHB's problems while increasing productivity and cutting costs.

"The new system allows all branches to work with real-time data, greatly improving customer service and internal business efficiencies while maintaining strict safeguards on the information," says Mr. Lee, director of banking solutions at SpenoCom and ChoHung Bank's consultant for this solution.

### The Bottom Line

"With the new solution, CHB now can process the 15,000 new daily applications in just 30 minutes, each with three to five complementary documents," says Kenny Lee, Director of Banking Solutions for SpenoCom and ChoHung Bank's consultant for this project. "Documents are scanned at the branch and transferred electronically to a centralized office, where they are processed and stored automatically using OCR/ICR technology. Once they are processed, the information is available to any authorized employee securely regardless of his/her location."

**CHOHUNG BANK**

**Headquarters**

➢ *Seoul, South Korea*

**Industry**

➢ *Financial, Banking Sector*

**Application**

➢ *Credit Card Application Processing*

**Solution Type**

➢ *Content Management*

**Daily Volumes**

➢ *40,000 to 60,000 pages/day*

**Daily Users**

➢ *3,500 users*

**Hardware**

Fujitsu H200 Server  
 HP 1200 EX (1.2 TB)  
 Fujitsu M4099D Scanner

**Software**

Windows 2000 Adv. Server  
 MS SQL Server 2000  
 MS IIS

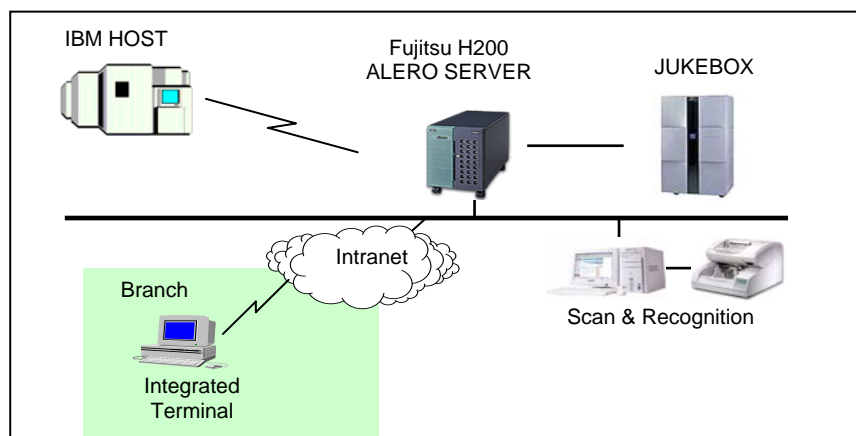
**Alero Software**

Alero Framework v3.10  
 Alero ECM  
 Alero HSM

**Benefits:**

- A more reliable process by registering, storing and managing credit card applications and related documents through a systematic, standardized process.
- Improved customer service by providing real time, bank-wide access to credit card information and documentation.
- A faster, more efficient process that increased employee and bank productivity.
- An accountable process where information is securely handled and stored.
- The total cost of operations decreased considerably by reducing the physical transfer of documents (certified mail fees) and the resources required during the process while providing better information management and higher quality throughputs.

**The System Design**



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