

Press Release

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China Construction Bank awarded Best Branch Digitisation Project for 2017 in The Asian Banker Technology Innovation Awards 2017

- **China Construction Bank implemented four innovative features at its branches for improved digital customer experience.**
- **The mobile sharing terminals enable improved sales and account opening process**
- **The waiting time dropped by 20% and account opening time by 50% bringing in notable efficiencies**

Singapore, June 9th 2017- China Construction Bank (CCB) received the award for **Best Branch Digitisation Project** for 2017 in The Asian Banker Technology Innovation Awards 2017. The award ceremony was held in conjunction with the prestigious Asian Banker Summit 2017, the foremost annual meeting for decision makers in the financial services industry in the Asia Pacific region, held at the MAX Atria@Singapore EXPO, Singapore.

China Construction Bank implemented four innovative features at its branches for improved digital customer experience.

China Construction Bank transformed its branch network, smart automated teller machine (ATM) counter, intelligent mobile terminal and employee mobile phone APP. The integration of these four services provides CCB a new structure that provides better customer service, is more collaborative and efficient. The quick adaptation of the changes in the role of physical channel helps CCB to achieve a substantial increase in the comprehensive network of service capabilities and marketing capabilities. The smart tellers provide non-cash transactions, covering 80% of counter operations.

The mobile sharing terminals enable improved sales and account opening process

CCB's network automation project provides mobile sharing platform to employees for marketing service, business development and product sales. It enables them with real-time identification of customers as they enter the branches and uses big data for authorisation and marketing. The bank has also implemented the process of remote authorisation for account opening which speeds up the customer onboarding process.

The waiting time dropped by 20% and account opening time by 50% bringing in notable efficiencies

With the use of smart teller machine the average waiting time decreased by 20% and the account opening time decreases by over 50%. With the automated and paperless process the staff workload reduced, bringing in notable saving of man hours. It uses facial recognition, digital signatures for ID verification improving authentication and reducing risks. Besides

improving the efficiency of transactions, this also resulted in 20% time savings through error reduction.

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