



# ABBYY® Mobile OCR Engine Makes On-the-Go Loan Approval a Blast

## Customer Overview



### Name

DBS Bank

### Location

Singapore

### Industry

Finance

### Web

db.com

## Challenge

Facilitate and accelerate the process of filling in loan applications from the mobile app.

## Solution

The use of ABBYY Mobile OCR SDK to automatically process data from relevant documents and insert it into the correct form fields.

## Results

- The decision-making process; accelerated and simplified;
- Customer experience improved;
- Costs saved.

DBS is a leading financial services group in Asia, with over 280 branches across 18 markets. Headquartered and listed in Singapore, DBS has a growing presence in the three key Asian axes of growth: Greater China, Southeast Asia and South Asia. The bank's capital position, as well as "AA" and "Aa1" credit ratings, are among the highest in Asia-Pacific.

## Challenge

DBS has been steadily investing in strategic technology initiatives, digitizing its offerings and leveraging new technology to provide customers with a differentiated experience. In recent years, the bank has introduced several first-of-their-kind features in the digital space to ensure that customers enjoy a simple yet convenient banking experience with DBS.

One of DBS Bank's latest offerings is DBS Quick Credit – a mobile app that allows users to apply for loans on the go. It is beneficial both to its users and to the bank, since it speeds up and simplifies loans application process.

Beyond providing customers the ability to apply for loans anytime, anywhere, DBS' s ultimate aim was to relieve customers of the tedium of manually inserting personal data into application forms. Ideally, the fields would be automatically filled in – accurately yet with minimal time and effort required from the customer.

DBS sought a solution that would support automated extraction of data from photographed documents – and this is where ABBYY Mobile Optical Character Recognition SDK came in.

## Solution

The current solution is ingenious in its simplicity. Customers only have to snap a set of photos as guided by the app – for example, their ID document and their payslip. The populates essential fields such as Name, Date of Birth, Address, Company Address on the form with the information taken from the provided images, reducing customer's time to fill up the form.

If the customer's documents are valid and their bank records are in order, the loan can be approved in principle within minutes – giving customers the assurance of their loan application.

**Cashline**

1 Take Picture 2 Fill in Form 3 Upload Document 4 Checklist

**DBS Cashline**  
\* Denotes mandatory field

**1. Contact Details**

Title\*

Name (as in NRIC/Passport)\*

Home Tel. No.\*

Office Tel. No.\*

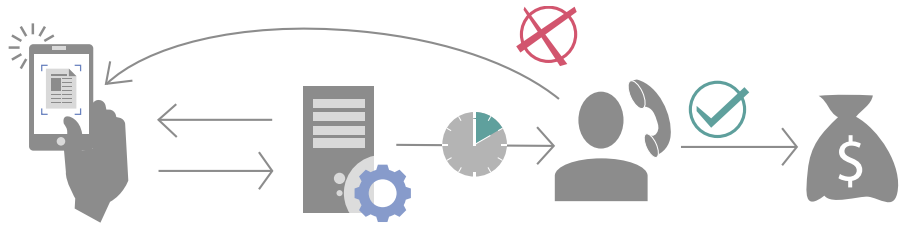
Mobile No.\*

Email\*

**2. Personal Details**

The entire process takes only 3 simple steps:

1. The user snaps a picture of his or her identification documents (NRIC, Business Card etc) and salary document.
2. The app extracts and fills in relevant information with the use of ABBYY Mobile OCR Engine (see app screenshots on the left).
3. The form is submitted for instant loan approval status.



## Results

On-the-go loan application based on ABBYY Mobile OCR SDK simplifies and enhances customer experience, helping to ensure that DBS Bank remains Asia's leading bank, committed to re-imagining their customers' experience with loans.

**Cashline**

1 Take Picture 2 Fill in Form 3 Upload Document 4 Checklist

**Thank you for your application.**

Your application has been **approved** and details shown as below. We will contact you by the next working day. For any queries, please call our 24 hr Customer Service Hotline 1800 111 1111.

APPLICATION NO.	18954876
APPLICATION DATE	01 February 2014
NAME OF APPLICANT	James Tang
NRIC/PASSPORT NO.	51234567D
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## About ABBYY

ABBYY is a leading global provider of technologies and solutions that help businesses effectively action information.

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