



Powerful SME Lending Solutions

✔ Swift onboarding

Accelerate a traditionally lengthy process with automated digital tools. Provide an authentic one-stop shop for SME financing.

✔ Actionable and compliant

Access worldwide registries and third-party data for screening and validation. Compliant workflows smoothen solution deployment.

✔ Customer-winning

Design bespoke credit products by assessing customer data and credit scores. Build customer loyalty via better experiences.

Upgrade Your Flow. Upscale Your Growth.

TransUnion solutions help you overcome SME lending challenges and capitalise on opportunities.

Constituting over 98% of the local business establishments, more than 340,000 small and medium-sized enterprises (SMEs) are the foundation of Hong Kong's economy¹.

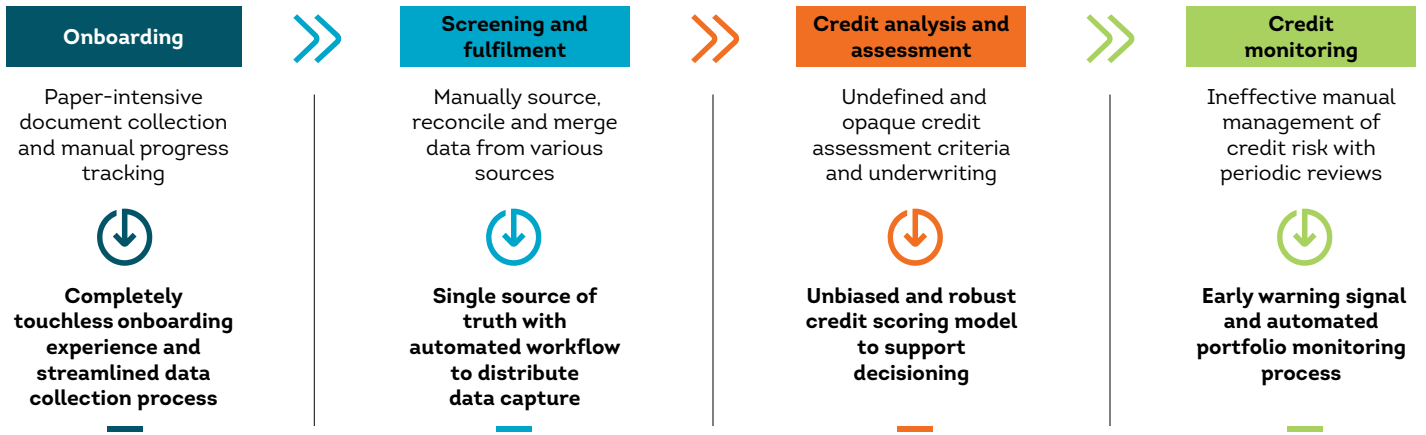
Despite having tremendous potential, SME financing is still a process filled with common roadblocks. On the demand side, SMEs often lack sufficient credit histories or readily available financial reports. On the supply side, banks and money lenders may not be equipped with analytics solutions that enable efficient and accurate credit decisioning.

New forms of banking services powered by advanced analytics and digitalisation are still lacking when it comes to filling the financing gaps for SMEs that are currently underserved.

Visit: transunion.hk/industry/sme-lending

Unleashing the potential of SME lending

To unlock more business opportunities, banks and money lenders must adopt innovative solutions and buck traditional banking processes to respond to SME's fundamental needs. This will not only help financial institutions revolutionise their current relationships with SME customers, but also promote greater financial inclusion for this significant segment that underpins the Hong Kong economy.



Graphic: Current SME lending process challenges and suggested upgrades, Future of SME Financing, EY, 2022.



TAP INTO THE DATA YOU NEED TO ENRICH DECISIONING

TransUnion SME Know-Your-Business (KYB):

- Streamlines your onboarding process with higher data accuracy
- State-of-the-art solution lets you connect to different golden sources directly and freely
- Flexible features applicable for a variety of business needs

TransUnion SME Score:


- Allows you to quickly identify quality applicants while minimising bad debt risk
- Leverages alternative data for enhanced credit analyses, enabling better decisioning
- Helps you revolutionise your relationships with SME customers starting today


Case study²


Digital solutions can upgrade the end-to-end SME lending credit journey from onboarding to credit decisioning – and offer significant benefits to lenders and borrowers.




VIRTUAL BANK


 **70%** Reduction in customer onboarding time


 **10x** Increase in number of onboarding case handling

 **40%** Reduction in supplementary client queries

MULTINATIONAL BANK

 **10+%** Increase in lead generation

 **60%** Reduction in turnaround time for end-to-end loan application

 **50%** Time reduced in credit decisioning

Features:

Our solutions benefit you in many ways – not only from a perspective of reduced time, manual works, and cost, but also by enhancing your accuracy and risk management so you can win more customers.

Digitalisation leads to smarter workflows

Forget about traditional, time-consuming approaches – advanced digital tools save you from tedious manual works.

Data availability worldwide, including GBA

Data is the new gold. With access to worldwide, Mainland China and local databases, lenders gain a more robust view and design better offers. Excellent features for clients with cross border needs.

Well-rounded SME score

Leveraging TransUnion consumer trended credit data, the holistic TransUnion SME Score measures applicant quality, resulting in increased pick-up rates of viable applicants and faster credit underwriting decisions.

End-to-end onboarding

One integrated solution with all necessary tools to facilitate a better customer onboarding experience and increase customer acquisitions.

Access to golden and alternative data sources

Apart from global registries, make good use of valuable third-party data sources for stringent screening.

Faster solution deployment

By adopting compliant workflows and solutions, you can skip common hurdles and speed up the deployment process.

Building trust between you and your customers

Enhance customer satisfaction and return rate by providing tailored, on-time services.

LEARN MORE

Want to know more about how we can help you improve SME lending strategies? Get in touch by calling:

2979 3000 or visit transunion.hk/industry/sme-lending