

## Asian businesses down on credit process

(21 June 2010 – Asia) While Asia's top 1000 Institutional businesses continue to view the time it takes to approve their credit as being highly important, the same businesses are becoming increasingly dissatisfied with the way their current primary bank is handling their credit approval turnaround times.

These findings are according East & Partners' latest Asian Institutional Banking Markets report which shows:

- since May 2007, the top 1,000 enterprises in Asia have consistently rated the time taken to approve their credit as being the most important service factor when dealing with their primary bank
- however, despite the importance placed on credit turnaround times, satisfaction amongst the top 1,000 Asian businesses with this service continues to drop from 2.16 in May 2007 to 2.36 in May 2010 (where 1=satisfied and 5=dissatisfied)

The good news for the banks, however, is despite this fall in satisfaction, generally speaking Asia's top 1000 institutional businesses are increasingly satisfied with the quality of the overall service they are receiving from their primary bank.

Since May 2007, the satisfaction level for overall service has risen from 1.84 in May 2007 to 1.73 in May 2010.

### **About East & Partners' Asian Institutional Transaction report**

East & Partners' Asian Institutional Transaction Banking Markets report examines market share and bank-by-bank customer satisfaction performance across key service and relationship attributes in Asia's transaction banking markets. The twice yearly produced report is based on interviews with the Top 1,000 institutions in ten Asian countries excluding Japan.

For more information please contact:

Brett Williamson  
Chief Operating Officer  
East & Partners  
t: 02-9004 7848  
m: 0403 499 844  
e: [brett.w@east.com.au](mailto:brett.w@east.com.au)

### **East & Partners Pty Ltd**

Level 39, 2 Park St Sydney NSW 2000 Australia  
p: +61 2 9004 7848 f: +61 2 9004 7070  
[www.east.com.au](http://www.east.com.au)  
ABN: 76 072 374 406