

A CASE STUDY

Credit Risk Assessment for Small-to-Medium Enterprise Business Lending in APAC

In-Depth Interviews with Bankers for Best Practices in the Region

CHALLENGE

To develop a product for SME business customers, a major financial services company sought to uncover the latest considerations for credit risk assessment in APAC and best practices in the underwriting process for credit cards designed for SMEs.

THE GLG APPROACH

The project required a diverse range of expertise from different regions in APAC. GLG sourced a team of Council Members with leadership experience in SME banking, including commercial heads and as executives in operations and risk assessment for the SME business. They came from leading banks in India, Singapore, Indonesia, Vietnam, Malaysia, Japan, and Australia.

The client conducted in-depth interviews with 20 experts across the region in three weeks.

OUTCOME

The client used the insights from the interviews with stakeholders in the banking industry across the region to develop a product/solution for its SME customers.

FEATURED PRODUCTS



GLG Consultations

[Learn more](#)

The GLG team delivered critical insights to help the client develop a product by helping it understand how current banking systems assess credit risk for SME customers.

Why GLG?

In-Depth Interviews

Twenty experts were interviewed across four regions of interest within APAC — India, Southeast Asia, Japan, and Australia

Custom Recruiting

GLG sourced and presented the client with eight custom recruits within two weeks from four APAC regions.

Project Breadth

Twenty in-depth interviews with 18 experts in the SME banking industry

As the world's insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

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