

Digitalization of Co-brand Credit Card Application



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Overview

The CCB(Asia) Octopus credit card is a 2-in-1 credit card with Octopus capability. One of its key features is built-in Automatic Add Value Service for the octipus card. However, it has some limitations:



- Requires the customer visit the branches.
- Requires to enable Automatic Add Value Service manually.
- Not support virtual credit card application.

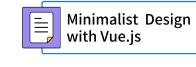
Objectives

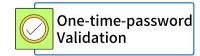
To improve the Co-brand Card application process.

- Automation: the application process can be streamlined
- Web application: provides Co-brand Card related
- User-friendly: the user interface is concise and easy to use.

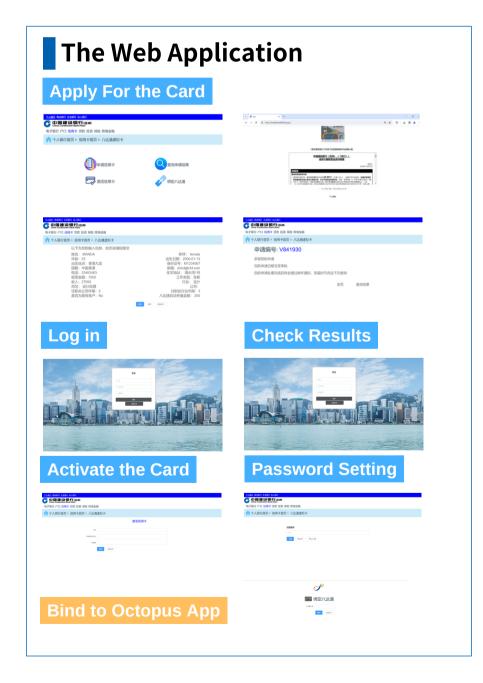
Features

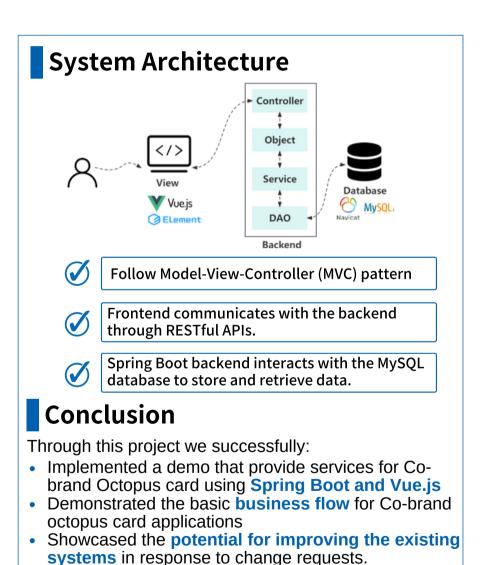












There is still room for improvement:

• Implement timeout and logout function

Minimize risk of data exposure: server-side session

Enhence user interface

management