



GDS LINK

**CREDIT CARD DECISIONING SUCCESS STORY:**

# Corserv Solutions puts GDS Link to work for bank clients

The Credit CARD Act changed how banks are required to meet customer needs. In response, Corserv Solutions identified a new need in the industry and worked with GDS Link to establish a technological back-end that empowers banks to confidently provide competitive credit card and payment options to their customers and to overcome the challenges of time to market and the scale required for a return on investment within an acceptable timeframe.

## About Corserv

Based in Atlanta, Corserv leverages its own proprietary technology and partnerships with third-party providers like GDS Link to provide banks with a full-service turnkey credit card program including:

- Issuance of branded credit cards to both consumer and commercial customers
- Full-featured credit card products
- Marketing strategy and implementation
- Compliance and regulatory support
- Automated credit decisioning and new account onboarding
- Processing and servicing
- Data warehousing, analytics and reporting

Corserv integrated GDS Link's connections to the credit bureaus and user-friendly decisioning tools into its web-based application decisioning engine to produce a flexible real-time account origination system that addresses regulatory requirements such as customer identification, wraps into the decision-making process existing customer relationship value, and handles extensive applicable disclosure requirements.



We saw an opportunity to build a 21st-century end-to-end platform for banks to service credit card loans.”

**PRESIDENT OF CORSERV, JERRY CRAFT**

## The Challenge

Banks increasingly need digitally focused, modern credit decisioning and onboarding solutions. The Credit CARD Act created added pressure from regulatory bodies, pushing banks to dig deeper into risk analysis before offering customers access to credit cards and imposing expanded disclosure requirements to ensure transparency.

The added steps created by the heightened regulatory focus made the cost and complexity of offering customers credit cards prohibitive for many regional and most community banks and reinforced the need for all issuers to have innovative technology to ensure compliance with an evolving compliance framework.



“Previously, over 80% of banks couldn’t participate in credit cards because of limited scale,” said Jerry Craft, President of Corserv. “We saw an opportunity to build a 21st-century end-to-end platform for banks to service credit card loans and corporate payments, including, credit decisioning and onboarding processes.”

Corserv recognized the challenge facing banks as an opportunity to provide a state-of-the-art credit decisioning solution. Corserv turned to GDS Link to help build a system that would give banks access to technologies they couldn’t readily leverage on their own. After considering a variety of solution providers, Corserv chose GDS Link because our solution is highly configurable, offers a user-friendly experience, provides connectivity to a variety of data sources and enables Corserv to support a wide range of financial institution clients.

## The Solution

To solve the credit-card issuing challenges facing banks, Corserv licensed GDS Link's Modellica platform to handle data aggregation, credit decisioning and risk analytics.

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Corserv wraps GDS Link's data aggregation and decisioning within our internal workflow processes, handling applications, local branding, prospect/relationship filters, promotions, products, prequalifications, documentation, options for manual review, disclosures, eConsent, letters (including ECOA), and reporting while maintaining a complete data model for analysis.”

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With GDS technologies in place, Corserv supports more than two dozen banks and affinity partners, handling credit decisioning processes at the point of sale for branch interactions and online applications.



## The Results

Corserv has changed the credit application management and onboarding process for its client banks by giving them a single destination for their needs. Historically, credit-card systems involved multiple components, leaving banks to work with different vendors for various functions. By bringing capabilities under a single service umbrella, Corserv simplifies and streamlines the process of acquiring and servicing credit-card and payment accounts.

On top of all this, the underlying flexibility of the GDS Link platform empowers Corserv to:

- Easily mix and match traditional and alternative data sources for decisioning and underwriting
- Rapidly adjust to changes in regulations or market demands
- Consistently improve and adapt based on future business needs







All told, Corserv clients consistently outperform the rest of the industry, based on FDIC data, highlighting the value offered by GDS Link's credit decisioning software combined with Corserv's proprietary platform and subject matter expertise.

"We enjoy the configurability of the business rules and the availability of GDS's technical resources," said Craft.



We remain nimble with enhancements to ever-changing U.S. rules and regulations, like Beneficial Ownership in 2018 and the Military Lending Act in 2017."

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Digital technologies are creating new opportunities in banking, and it isn't just the banks doing the innovation. Solution providers like Corserv and GDS Link are offering new approaches to problems in the industry by using 21st-century technology to change the way firms manage credit decisioning and better meet the needs of their banking customers and prospects.

## **About GDS Link**

**GDS Link is a global leader in credit risk management, providing tailored software solutions, analytical and consulting services. Our customer-centric risk management and process automation platforms are designed for the modern lender in their pursuit to capitalize on the entire credit lifecycle. By providing a personal, consultative approach and leveraging our own industry-leading knowledge and expertise, GDS Link's solutions and services deliver exceptional value and proven results.**

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