



GDS LINK

CASE STUDY:

Consumer Lending Pioneer

About Our Client

GDS Link's client, which is based in the Southeast, has provided lending services since 1994. They pride themselves on being pioneers in the consumer lending sector, offering innovative loan products that have helped millions of customers address immediate financial needs.

The lender is regularly among the top places to go when people need quick cash, regardless of whether customers are looking to visit a brick-and-mortar location or get a loan online. Our client and their affiliates now operate in 25 states with more than 1,000 branch locations.

Their Challenge

Our client's Chief Credit and Analytics Officer explained their challenge simply:



We did not have a decisioning platform – no underwriting platform. We didn't think we could build it.

CHIEF CREDIT AND ANALYTICS OFFICER

At the time, they were offering payday and title loan products, but were looking to expand to new offerings. Specifically, they were working to support a new unsecured lending product.

They needed to improve their underwriting so they could adequately maintain these loan products.

“[We needed a provider to] build an underwriting platform to better support the business – new products and online applications,” said the C-level executive.

Our client looked at a variety of solution providers to build the platform they needed, comparing GDS Link, Zoot and Provenir. They ultimately decided to work with us because our solution was cost-effective, easy to use, features our dedicated CASECenter underwriting workflow system and provides connectivity to a wide array of data sources.

Their Solution

They decided to implement the full GDS Link analytics platform, leveraging our solutions for aggregation and decisioning as well as underwriting and workflow processes. While this means a deep use of data within the lending process, the ease of working with our technology allowed our client to implement the solution within approximately six months.



Their Results

Implementing the GDS Link platform empowered our client to launch new products and improve their business on a few levels. When it comes to enhancing the customer experience, the solution served the core purpose of supporting new loan services.

“We were able to take applications for [the new offering] at our stores for walk-in customers,” said the executive.

Beyond providing more varied lending products, implementing GDS Link also allowed them to improve back end processes.



We now have a decision platform to automatically process applications.

Our client is also able to underwrite new loans, continue expanding product offerings, improve underwriting and incorporate multiple data sources into decisioning.

All of this adds up to a final layer of improvements to the number of loans on the book. In 2017, our client did approximately \$10MM in loan business. That number climbed to \$20MM in 2018 and \$50MM up to this point in 2019. They have set a goal of doubling each year, and they’re achieving that with the GDS Link platform.

Modern lending analytics technologies are changing how specialty lenders meet customer needs and create revenue. GDS Link helps drive this progress. Contact us today to learn how we can help you on your journey toward innovative lending.

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 capitalise 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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