



Faster checking, better advice

Together with its longstanding customer CreditPlus Bank AG, a specialist consumer credit bank, Arvato Financial Solutions has introduced the solution “digital account check” on the German market. This allows the banking adviser to directly access data relevant to the credit decision online and in real time during the consultation with the applicant. This shortens the time spent on the account analysis and allows more time for consultation and dialogue with the customer. This in turn further improves the quality of service and ultimately, customer satisfaction.



↓ 01

Case Overview

The Task

- Optimize sales at branches of CreditPlus Bank, while shortening the length of time it takes to grant a loan.
- Convert the manual analysis of loan application documents during the consultation into an automated process.

The Concept

- The process of analyzing the account as part of the application will be digitized, using Arvato Financial Solutions' digital account check.
- Customers log into their online banking account at a branch of CreditPlus Bank and authorize the analysis of their account in real time.

The Result

- During the consultation the client adviser receives a detailed account analysis as a PDF, which can be immediately incorporated into the consultation.
- Since they no longer have to manually check account documents, they have more time to spend on the actual consultation process. In this way they can better advise their clients and thus improve customer satisfaction.

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The Client

- CreditPlus Bank AG is a specialist consumer credit bank with 17 branches in Germany.
- CreditPlus was founded in 1960 and operates as a subsidiary of Crédit Agricole Consumer Finance S.A. In addition to the products for private customers, the bank also offers sales and retailer financing.
- Almost 600 employees serve around 400,000 customers; total assets stand at 4.725 billion euros.
- For more information on CreditPlus Bank AG go to www.creditplus.de



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Initial Situation

Until now, the process of applying for a loan has been challenging for both sides – customers and bank – being extremely time-consuming. Customers, who wished to apply for credit in branch, were required to search for all the necessary documentation and bring it along with them. The client adviser checked and analyzed these manually, to determine creditworthiness and the ability to make repayments. These analyses – household budget, liquidity ratio, forecasts – as well as requesting documents which the client may have failed to bring, led to increased waiting times and to a further reduction in customer satisfaction. The quality of the risk assessment depended on the quality of the manual check.

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Solution

Arvato Financial Solutions implemented the solution digital account check with CreditPlus. With this applicants submit the access data for their online banking account during the in branch consultation. This allows the bank to identify the relevant data for the credit decision online.

digital account check allows access to information from other banks and which is then seamlessly incorporated into the existing process thanks to flexible interfaces. The bank consultant almost immediately receives a detailed account analysis and any relevant analyses in PDF format, which also take into account bank-specific regulations and risk features. At the same time, data protection regulations are fully complied with. CreditPlus Bank can thus carry out a comprehensive risk assessment in real-time and through the online analysis of the current account and this information can be afforded the same status as that of the main bank. It examines the creditworthiness and ability to make repayments in the loan application process by means of an online budget calculation and immediately determines the liquidity indices as well as the probability of default. The solution also prevents fraud, such as the falsification of bank statements.

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Processing costs down, Satisfaction up

CreditPlus Bank AG has implemented Arvato Financial Solutions' digital account check in all branches. And so it can now manage account analyses online and in real time, making the service faster and more reliable. Customers benefit from better advice and shorter waiting times for credit approval. Since all the important data is automatically retrieved, a lot of time is saved on requests for additional information, which speeds up the application process. For the bank this results in improvements to risk management and customer care: The account analysis not only reads the figures but also interprets them, the system also creating a budget statement and the liquidity margin calculation. Thus the bank adviser receives a valid risk assessment and can be sure that all aspects have been taken into account during the audit. The increased level of automation reduces the workload and thus frees up more time for offering advice, which delivers a clear strategic advantage over competitors.



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Our Services

- Implementation of the digital account check in the processes of CreditPlus Bank AG.
- Piloting and roll-out within a few months.
- Digital account analysis: seamless transfer of the credit decision-relevant data and analyses during the ongoing consultation.

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“With this solution we achieve a significant reduction in the time spent processing application documents and thus significantly reduce our processing costs. A big advantage for our customers is that they no longer need to bring the relevant documents in to the branch.”

Stefan Wiedemann

Head of Branch Business and E-Finance Marketing, CreditPlus Bank AG

Do you have any further questions?
Please feel free to contact us.

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