

5 LEADING LENDERS

Enhancing Loan Origination
Processes to Improve
Customer Satisfaction





14th Annual

Loan Origination & Experience 2019

The dynamic landscape of finance markets is characterised by constantly evolving factors including: open banking, responsible lending practices, and the emergence of new technologies. Organisations must innovate their offerings and process or will lose out to competition, as customers are showing less brand loyalty and are instead looking for the best experience.

With neobanks and alternative markets on the rise, offering faster, tailored experiences, the need to stay ahead of the game is even more pressing.

So how do you stand out from the pack and retain competitive edge? Ahead of the **Loan Origination & Experience Summit 2019**, we take a look at how five organisations are innovating their lending practices to enhance customer retention and satisfaction.

UBANK

Leveraging AI Technology to Ease Home Loan Applications

Fast Facts:

- Australia's leading digital bank
- World's first "digital human" home loan application assistant

Ubank have taken a proactive step to improve simplicity, harnessing AI technology to equip customers with on-the-spot support in 'everyday' language, easing the loan application process. The bank have recently launched their Mia latest tech innovation, Mia, designed to answer any questions customers may have regarding their home loan application. Short for 'My Interactive Agent', Mia helps simplify customer experiences by providing on-the-spot answers to a wide range of the most commonly asked questions during the home loan application.

Mia has an ongoing ability to answer a growing complexity of questions, ranging from "what's your current variable rate?" to "what is classified as an expense?". Mia represents a leap forward in chatbot technology and gives a digital face to UBank's home loan experience while aiming to create a smarter, simpler home loan application experience.

CREDIT UNION AUSTRALIA (CUA)

Boosting In-House Capabilities to Improve Operation Efficiency

Fast Facts:

- Australia's largest credit union
- Services approximately 500,000 Australians

In-sourcing, although initially a time-consuming transition, can ensure greater control of operations and ensure greater control over process efficiency. This ultimately allows organisations to better cater for their customers and streamlines the loan application experience.

CUA have recognised that relying on third party distributors to deliver settlement documents is a major bottleneck for the organisation. They are now looking to remove this reliance to optimise their efficiency their process automation. Harnessing existing resources has enhanced their loan processes, and brought their settlement operations back in house. Realised benefits include: less paperwork, reduced risk of error, and an easier setup of settlement. The new internal platform is also affording staff better capabilities in analysing data, productivity, and forecasting to understand future customer demands.

SUNCORP

Proactively Adapting to Compliance and Regulatory Changes

Fast Facts:

- Money magazine's Bank of the Year and Business Bank of the Year in 2018
- Top 20 ASX-Listed Company

Suncorp is currently undergoing a transformation program to streamline how their pipelines are managed and forecasted, how lodgment mixes are proactively managed and how pricing and propositions are delivered, to provide increased certainty and stability to customers, partners and intermediaries. These processes have also been specifically designed to ensure comfortable compliance with new regulatory requirements passed down from APRA and ASIC.

Suncorp are focused on developing a proactive risk culture and responsible lending practices. Supporting this, they've developed strong mechanisms to manage the quality and transparency of information and ensure that employees have the appropriate training to manage and uphold their responsible lending requirements. Loan origination is a large scope of Suncorp's focus, with their loan origination process currently undergoing a large-scale review in collaboration with external consultants.

BANK OF QUEENSLAND (BOQ)

Improving Credit Analysis Accuracy to Deliver Honest Loans

Fast Facts:

- One of Australia's leading regional banks
- In the top 100 Australian companies ranked by market capitalisation on the Australian Securities Exchange

The use of the Household Expenditure Measure as a benchmark for borrowers' living expenses was called into question by the Royal Commission, suggesting that more verification needs to be undertaken to ensure validity.

BOQ has acknowledged the need to remove the reliance on HEM, revising their processes to assess actual borrower living experiences. Whilst this initially slowed their home loan rate due to the manual nature of their new processes, BOQ is now well on the way to automation by implementing new financial technologies. By actively seeking more accurate living expense estimations and leveraging responsible lending, the bank is now developing stronger relationships and understanding with customers and improve portfolio metrics.

ABN AMRO

Adapting Legacy Systems to Meet Customer Demands

Fast Facts:

- Awarded 'Best Bank in The Netherlands' at 2018 Euromoney Awards for Excellence
- Ranked in top 5% sustainable banks worldwide

Whilst updating technology is crucial to keeping up with the latest trends, the process is quite tasking requiring a large investment of time and money. Completely replacing legacy systems and starting from scratch further complicates this, however this is not always a necessary feat.

Dutch bank, ABN AMRO, have successfully developed a strategy to adapt their legacy systems to modern needs, innovating and redefining their role in the financial services ecosystems. Harnessing new technologies, the bank have automated their back-office and enabled further front-office development.



14th Annual Loan Origination & Experience 2019

Interested in Learning More?

If you're interested in hearing more from any of these organisations about how they're enhancing their lending practices to boost customer experience, join us at **Loan Origination & Experience 2019**.

The event, held in Melbourne on 1 - 2 May 2019 brings together over 20 industry experts, including:

- **Anna Vincent**, Head of Customer Home Loans at **Ubank**
- **Timothy King**, Manager Lending Fulfilment at **Credit Union Australia**
- **Brett Walker**, Manager – Lending Portfolio Development at **Suncorp Bank**
- **Guilhem Vincens**, Head of Change and Innovation APAC at **ABN AMRO Bank**

To secure your ticket to the event, and for special early bird pricing simply fill in the registration form and email back to registration@iqpc.com.au.