Case Study

IN-SYNC increase speed, reliability and accuracy of decisioning with ADP

The IN-SYNC Group specialise in out-sourced payroll, tax and vehicle finance lending solutions.

Their Credit Service division is a specialist vehicle finance lender, providing bespoke finance at competitive pricing to assist those in the self-employed industry with buying new vehicles. They aim for borrowers to be able to reduce their spend on vehicles whilst also improving their financial situation.

Choosing LendingMetrics

IN-SYNC's own core values include 'innovation' and they have certainly been innovative in their deployment of LendingMetrics' Auto Decision Platform (ADP) to facilitate dramatically improved decisioning in terms of speed, accuracy and data. They were originally looking to transition from manual underwriting to an online web-based platform, as part of a business-wide infrastructure change to improve the technology being used. IN-SYNC had an existing relationship with LendingMetrics so when they made the decision to look at automating their underwriting, the financial technology supplier was their first point of contact. LendingMetrics demonstrated the capabilities of ADP and the lender commented that the tool looked 'fantastic', with a wide range of functions and an ability to integrate with any number of sources.

Unlike similar companies, IN-SYNC had access to a large amount of data but had challenges in processing it without any automation involved in their existing software. Trying to accommodate this amount of data within spreadsheets was problematic, causing processes to take a long time due to managing the large amounts of data. This method also hindered IN-SYNC's sales and underwriting teams; the manual process meant that there was a risk of errors, speed issues and a lack of a digital presence.

About LendingMetrics

LendingMetrics is a multi-award-winning financial technology and data specialist based in the UK and Australia. It leads the way in automated decision technology and is now one of the most recognised technology brands in the sector.

In 2016, following many years of R&D, the company introduced Auto Decision Platform (ADP), revolutionising the opportunity for financial services to quickly deliver increased lending volume, a better customer experience and reduced overheads using automated decisions. ADP utilises proprietary data solutions and is universally connected to all major CRAs, plus many other 3rd parties including Open Banking platforms. ADP is a powerful decision engine builder that puts the lender in control of credit rule changes and allows operational/credit risk staff to control changes in real-time through a comprehensive user interface.

Additionally, LendingMetrics is a credit reference agency and AISP Open Banking provider, authorised and regulated by the Financial Conduct Authority. It's robust technology and data infrastructure and "blue-chip" partnership eco-system focus on delivering scalable and secure affordability, suitability and predictive solutions to the entire financial sector.

LENDINGMETRICS
It's your time

1650 Parkway, Whiteley, Fareham, Hampshire PO15 7AH, UK

+44 (0) 2394 211010
info@lendingmetrics.com
www.lendingmetrics.com

Page 01

Case Study
**IN-SYNC increase speed, reliability and
accuracy of decisioning with ADP**

In contrast, ADP utilises proprietary data solutions, credit risk data and Open Banking solutions to process applications in record time, and easily make credit policy changes as-and-when needed. The universally integrated platform also handles the real-time execution of credit reference, AML and affordability calls to the major credit reference agencies, facilitating instant decision outcomes and a better customer experience overall.

The experience

The initial requirements-gathering stage of the project was particularly well managed according to IN-SYNC, who had worked with other software providers in the past that weren't as thorough, and found LendingMetrics refreshingly coordinated. The implementation process was smooth and well managed, with LendingMetrics' approach described as highly thorough and detailed. The project team were well organised, with the process clearly structured and appropriately phased in order to make the integration as seamless as possible. As a result, the expectation on deliverables and timescales was always apparent for both parties. This was emphasised with clear communication between the two companies from the get-go, as LendingMetrics assigned a dedicated Project Manager to

> "As a business, we were extremely happy and impressed with the LendingMetrics team and the outcome of the implementation project."

Philip Colman
Operations Manager

oversee the duration of the project and act as the first port-of-call should IN-SYNC have any queries.

IN-SYNC's experience with other software providers was that they often didn't gather enough information at the start of the project or manage the build and test phases well. LendingMetrics, however, was very thorough, which meant that every timescale was adhered to. It also resulted in the FinTech company being able to pro-actively ensure that IN-SYNC got the most out of the solution and were very glad they made the decision to implement ADP.

The result

Now, IN-SYNC are utilising ADP to add significant benefits to their underwriting process, particularly regarding the speed, reliability and accuracy of decisioning. IN-SYNC's administrators and underwriters alike find the platform very easy to navigate and understand, describing ADP as 'absolutely fantastic'. The user interface is considered well laid out, with helpful colour coding and a clear structure that allows IN-SYNC's team to use the system without an ongoing need for training. The system itself is described as very responsive, with 'zero downtime' and always fully functional with no issues. The rapid response rates and fast processing time allows IN-SYNC to massively reduce the time to decision as well as increase accuracy and provide a first-class experience to their self-employed customers looking to finance vehicles.

Summary

ADP by LendingMetrics has allowed IN-SYNC to take their decisioning process to the next level, being clearly scalable and highly beneficial to the provider's underwriting process.

1650 Parkway, Whiteley, Fareham, Hampshire PO15 7AH, UK

+44 (0) 2394 211010
info@lendingmetrics.com
www.lendingmetrics.com

Page 02

LENDINGMETRICS
It's your time