

INFOGRAPHIC →

Why Use Anovaa Smart Lending



62% of bankers said that quicker, more simplified loan processes were top of mind



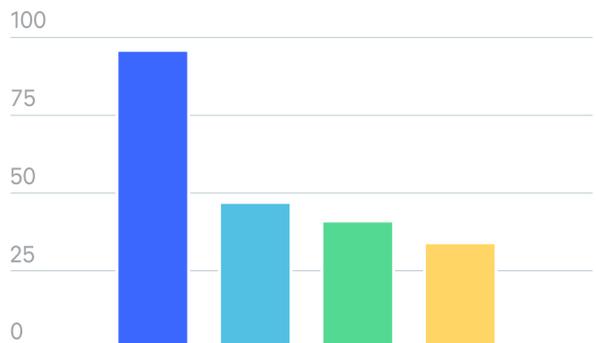
72% of banks report efficiency as their greatest challenge



61% of banks report cost as their greatest challenge

Of the banks offering digital loans:

- **96%** have digitized their loan application
- **47%** have digitized document uploads
- **41%** use e-signatures
- **34%** use digital channels, like email or IM, for customer service messaging



Only **13%** of small banks & **32%** of large banks offer instant credit decisions

The Value in Digitally Transforming Credit Risk Management

10-25% Better Predictions

Increase in accuracy of risk models and reduce judgment-related errors using advanced analytics and machine learning — hence, reduce cost of risk mitigation

20% Reduction in Operational Costs

Increase in operational efficiency by digitizing process execution, implementing paperless applications and automating credit workflows to minimize manual data loading and errors

5-10% Revenue Protection

Reduction in revenue leakage to FinTechs and other digitally agile competitors by meeting customer demand for digital services (e.g. real time credit decisions)

SOURCE: MCKINSEY & COMPANY



The way to a better lending business

23x "Data-driven organization are 23 times more likely to acquire customers..."

86% of buyers will pay more for a better customer experience

MARKETING

Anovaa gives marketers the freedom to target and personalize loan products and services to improve customer acquisition and pull-through

Connect with customers:

- ✓ Personalized Engagement
- ✓ Customer Journey Tracking
- ✓ Omni-channel delivery

OPERATIONS

Anovaa organizes and streamlines the loan origination lifecycle into a seamless flow, making it more efficient and reducing overhead costs

Make improvements in:

- ✓ Processing Time
- ✓ Loan Team Productivity
- ✓ Business Management

BUSINESS SERVICES

Anovaa is engineered from the ground up to provide lenders with reduced risk and real-time business insights to improve the bottom line

Real time data:

- ✓ Fraud reduction
- ✓ Reduced credit risk
- ✓ Analysis in real-time