

HES

BeKredito reduced application scoring time by 99%

BeKredito success story

BeKredito (Be kredito, UAB) is a rent-to-own company in Vilnius, Lithuania. Customers rent household items and equipment for a monthly payment, with no loan agreement or collateral required.

Founded in	Markets	Team size	Type	Website
2013	Lithuania	1-10	Rent-to-own	bekredito.lt

40%

portfolio growth

1 app/sec

accelerated scoring

99%

reduction in application scoring time

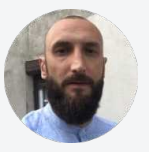
Challenge

Slow, costly scoring

BeKredito competed on how quickly customers received their rented items. Scoring was slow and expensive, and cutting its cost per application had proven difficult.

The team divided its requirements for a new risk management engine into two groups. On the commercial side, BeKredito looked for an affordable price and a short implementation, with vendor support continuing after go-live. The technical list was longer. Models had to be fast to build and produce interpretable scores, and their predictive performance had to remain stable over time. The engine itself needed capacity for large data volumes and for fast, unbiased approval decisions grounded in data.

> “GiniMachine helped us evaluate potential borrowers' possibilities to pay monthly rental price more accurate. The product's logic allowed balancing risks of potential fraud or default. We received the optimize expenditure for scoring we were looking for.”



Laurynas Mazuolis
CEO at Bekredito

Approach

No-code setup built around BeKredito's business logic

The engine had to fit the business logic BeKredito already applied, without a long setup period. Because GiniMachine is no-code, the team configured that logic directly in the interface.

A GiniMachine account manager worked with the team during implementation. Setup questions were handled in online product meetings and by the support desk, with product documentation as the reference.

Result

Risk-based offers with interpretable scores

Scoring now runs at one application per second. Each score is returned with the attributes that drove it, and with that visibility the team places the cut-off where it meets its target approval rate.

Thresholds now differ by customer risk group, and each group receives its own rental offers. Scoring costs came down to the level the company had sought. Since the switch to one-second scoring, BeKredito has grown its rental portfolio and taken a larger share of the rent-to-own market.

Thank you for your attention!

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