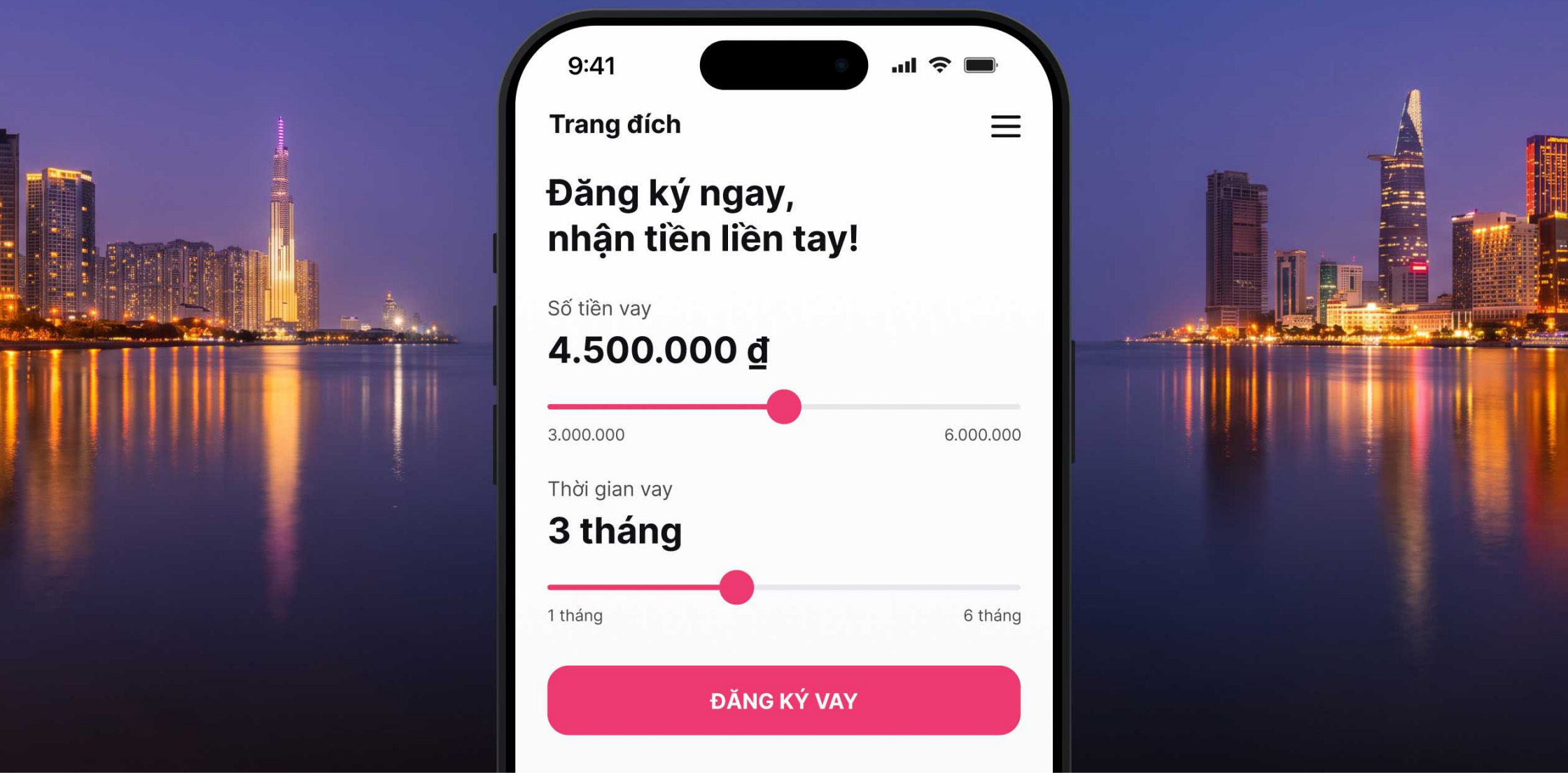


HES

Vietnamese lender makes decisions 80% faster with a decisioning system

Vietnamese lender success story

A fintech company targeted huge and unpenetrated markets of South-East Asia with a proven online personal lending business model. The first market was Vietnam with almost 100 mln population, most being financially underserved. The second market launched at the end of 2017 is Sri Lanka with more than 20 mln population. The company issues loans to borrowers with limited or no credit history.

Founded in	Markets	Team size	Type	Website
2017	Vietnam	45	Consumer lending	Under NDA

“HES LoanBox is the end-to-end lending platform that covers the entire business process—from customer onboarding and credit calculation to underwriting, with varying levels of automation. It has been incredibly valuable for us!”

Company's CFO

Challenge

End-to-end automated lending process

The client needed a flexible lending solution to take their business online. Following a requirements analysis, the HES FinTech team created a full-circle loan platform that fully automates the microfinance lending process and provides integrations with third-party payment systems.

Approach

Business analysis followed by development

The outcome of the project is a robust loan management platform that allows borrowers to register and apply for a loan via their mobile phone, access their application/loan data, and receive money into a bank account within 5 minutes. The solution processes borrowers’ loan applications from the initial step until the full repayment.

4 months

time-to-market

80%

faster decisions due to a custom decision-making system

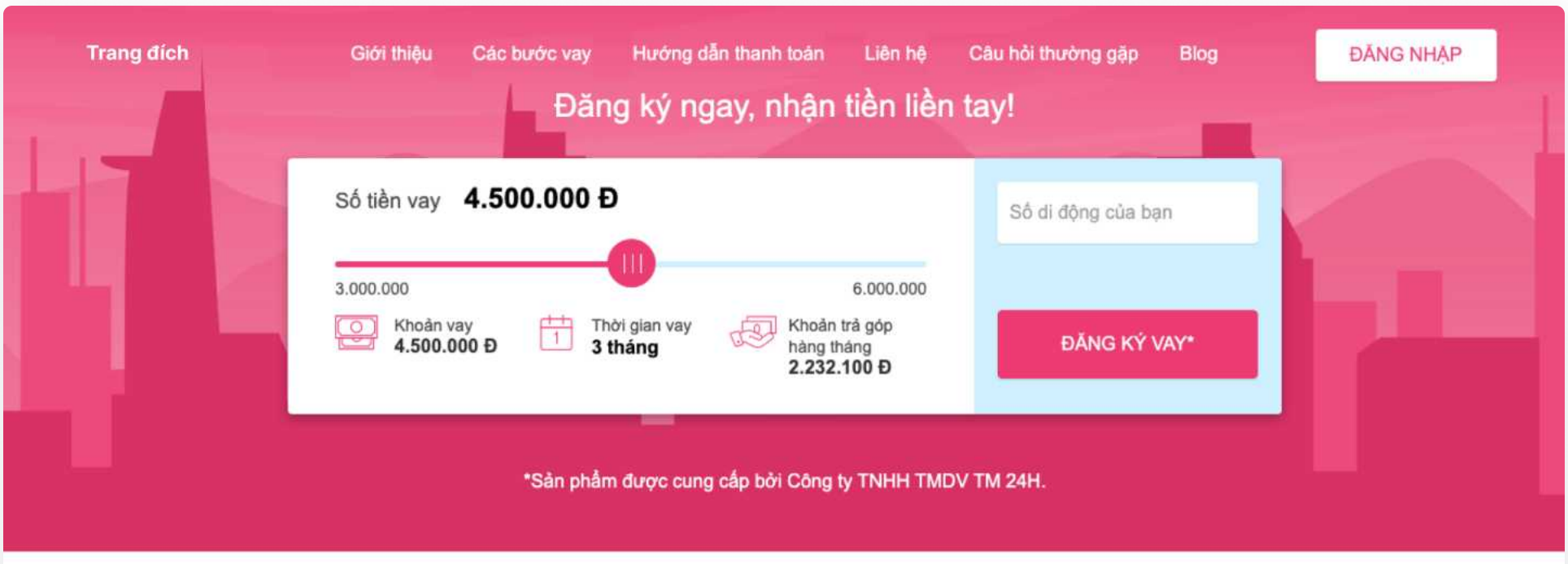
6%

increase in applications

Result

The client outperformed many competitors in the Vietnamese market and demonstrated impressive business results

HES LoanBox helped the client to scale up and offer loans to a growing customer database. Now, the lender is one of the leading consumer lending companies in Vietnam, known for its low interest rates and fast application processing time.



HES LoanBox analyzes thousands of data points from publicly available social media data and third-party suppliers to forecast borrowers' repayment behavior. The back-office functionality manages the application processing flow with custom calculations and includes a tailored decision-making system. It stores and manages all relevant data throughout the loan origination process, from the initial request to automated verification.

Thank you for your attention!

hesfintech.com