

CASE STUDY

Gesa Credit Union: Growing Member Relationships with Intelligent Credit Decisions



Products

**Auto Loans,
Cards**

Market

Washington

Assets under Management

\$4.98 bn*

Loans

\$3.75 bn*

Members

270,588*

About the Client

Gesa Credit Union is among the largest credit unions in Washington State, serving the needs of more than 270,000 members since 1953. GESA offers a wide range of financial offerings to its members, in order to fulfill personal and business needs. These include checking and saving accounts, educational loans, vehicle loans, credit and debit cards, business loans, and much more.

The Business Challenge

Founded with a 'members first' mentality, Gesa Credit Union prioritizes streamlining member experience and providing easy access to cost-effective financial products and services to a wider base of members. To that effect, Gesa wished to expand the reach of its ambit of services and improve accessibility, especially for financially stressed members who had borne the brunt of the pandemic-induced slowdown.

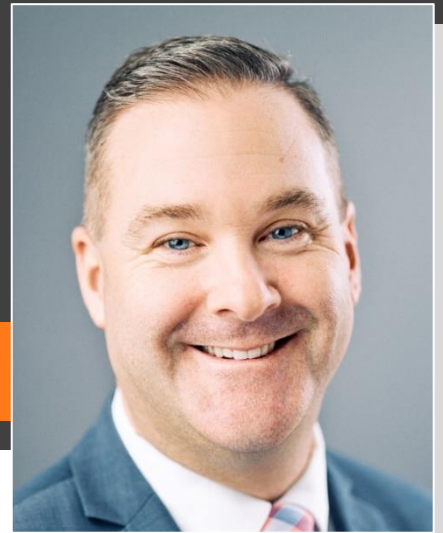
With the early days of the slowdown impacting lending on a large scale, GESA had taken multiple steps to help members sustain and outlast the economic crisis. In the light of the pandemic, GESA wished to transform their credit strategies, and start investing in long-term credit strategies that would help them widen their member base, and serve the underserved members, especially during times of financial stress.

- Restricted ability to support underserved members due to legacy scoring methods
- Wanted instant decisioning for a majority of loan applications via straight-through processing
- Wanted to improve underwriting accuracy and efficiency by decreasing volume of applications undergoing manual review
- Wanted seamless integration of the underwriting process with their existing Temenos loan origination system.

"The next step in member experience"

"Deploying Scienaptic's AI-powered credit decisioning platform is another step of our journey to rethink the customer experience and enhance our credit decisioning capabilities, putting members' needs first."

Kevin Willborn, VP Consumer Lending, Gesa Credit Union



How Scienaptic helped

GESA leveraged Scienaptic's adaptive AI decisioning platform to further optimize their credit strategies, based on models that were trained using Gesa's existing loan data. The use of smarter adaptive AI based scoring helped Gesa get a granular view of the creditworthiness of each application, and presented an opportunity to identify creditworthy populations even in the lower credit score ranges, and extend credit access to them at mainstream rates.

- End-to-end automation of credit underwriting process
- Decisioning time reduced to minutes with automated AI underwriting
- Self learning models that auto refresh to incorporate new data
- Seamless integration with Temenos for a consolidated loan process
- Granular View of borrower on a per-application basis gave an opportunity to personalize loan offers

The Scienaptic Impact



50%

more auto-approvals of
Auto Loans



20%

increase in approval rates

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