SCIENAPTIC

CASE
STUDY

Enhancing member lives with fair, inclusive, and transparent credit decisioning

About the Client: Heritage Financial Credit Union

Heritage Financial Credit Union is a not-for-profit financial institution that was started in 1940 with a vision of expanding financial access to the underbanked in and around the Hudson Valley Communities. Heritage FCU offers both banking and lending services, offering a wide portfolio of home lending, auto loans, personal loans, credit cards, and overdraft lines of credit.

## Background: Challenges with existing lending processes

Heritage FCU's primary objectives were to grow member loans and offer better, tailored financial services to its members. At the same time, their focus was also on improving the member experience through greater personalization and instant loan decisioning. They wanted to move beyond reliance on traditional scoring methods for loan decisioning, and leverage innovation to improve quality, speed, and ease of access to loans.

- Heritage FCU was processing an average of 2000+ loan applications every month

- Their existing decisioning was semi-automated with many manual touchpoints

- Credit decisions were based on simple rules with heavy reliance on bureau scores

- Heritage FCU was using **Temenos LOS** and wanted a seamless integrability experience with their existing loan processing setup
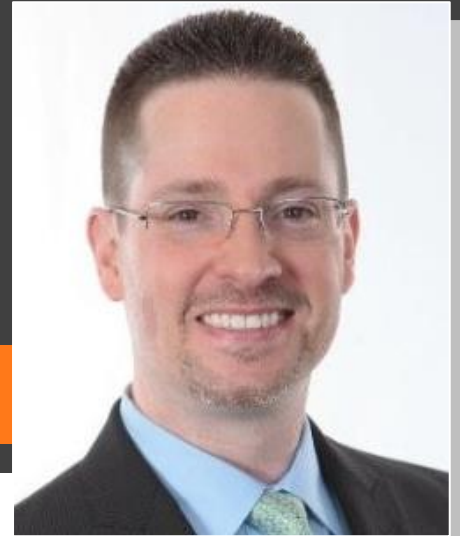
How Scienaptic AI helped

Scienaptic's intelligent decisioning cloud, driven by alternate data and AI-based lending models, enabled loan applications to be processed in real-time. The entire decisioning process was completely automated resulting in instant decisioning and a smoother member experience. Scienaptic's smart AI signals ensured that more members could be approved for loans in a transparent, inclusive manner.

The **key takeaways** from the deployment were:

- Shorter credit decisioning cycles driven by automated, adaptive AI underwriting
- Seamless integration with existing **Temenos LOS**
- Explainable, compliant adverse action reasoning embedded within the platform
- Self-learning AI adapted to Heritage FCU's unique portfolio requirements
- Self-learning feedback loop enabling platform to learn from actual performance and continually enhance decisioning algorithms

Impact

25%
increase in auto-approvals for auto loans

35%
increase in approvals for unsecured loans

SCIENAPTIC

contactus@scienaptic.com
www.**scienaptic.ai**