



## CASE STUDY

# Boosting Credit Card Origination for Financial Institutions with Amount's SaaS Platform



## CLIENT CHALLENGE

### Adapting to Changing Market Dynamics

One of our clients, a regional bank with \$8B in assets, faced significant challenges due to shifting market dynamics and evolving customer expectations. The global economy, high inflation rates, and the rapid digitization of financial services have led to an exponential growth in credit card usage.

However, the bank struggled to meet this increased demand due to its outdated manual processes and limited digital capabilities. They were losing revenue to competitors who offered quick access to credit cards online, and their inability to offer higher credit limits negatively impacted customer loyalty, particularly among millennials.

## OUR SOLUTION

### Amount's High-Velocity Digital Credit Card Origination System

We introduced them to our high-velocity digital credit card origination system to address the bank's challenges. This system is designed to provide financial institutions with a robust loan application builder that offers seamless digital experiences for each end customer with adaptive customer journeys and digital closings.

One of the main features of this system is the Decisioning Platform, which comes pre-configured with Credit, Identity Verification, Fraud, and Income Verification modules built with the best-in-class partners. The platform also includes a Banker Portal with built-in workflows to provide the most efficient digital ways to gather additional information from end customers when needed.

Our solution also came with a fully integrated AI Decision Engine, a Loan Application Builder, a Self Service Portal, and an Instant Virtual Card Issuance feature.

## THE RESULTS



After implementing our system, the bank significantly improved its credit card origination process. The time taken to process credit card applications was reduced by 60%, and the bank was able to offer instant virtual card issuance to its customers, enhancing their overall experience.



Moreover, the bank could redirect its operations team to other tasks, reducing operational costs by 30%. Additionally, the bank saw increased customer loyalty as it could meet customer expectations by offering faster access to credit cards and higher credit limits.

## CONCLUSION

### Embracing Digital Transformation with Amount

This case study demonstrates how Amount's high-velocity digital credit card origination system can help financial institutions adapt to changing market dynamics and meet evolving customer expectations.

Our client's success proves that our system enhances operational efficiency and improves customer satisfaction and loyalty. By leveraging our innovative SaaS platform, banks can gain a competitive edge in the market and drive profitability.



## ABOUT AMOUNT

AMOUNT is a global digital origination and decisioning SaaS platform that drives profitability and achieves a Performance Advantage for high-velocity account origination for consumer and SMB loans. With its powerful cognitive decisioning for credit, fraud, compliance, and adaptive customer journeys, AMOUNT enables lenders to grow confidently and delight customers at every step.



## Take next steps with Amount.

Are you a financial institution struggling with outdated manual processes and looking to enhance your credit card origination process? Embrace digital transformation with Amount's high-velocity digital credit card origination system.

Contact us today to learn more about how our product can benefit your organization and help you meet the changing needs of your customers. Enjoy the same success as our case study client and become a part of our growing client base.



**Carl Moritz**

*carl.moritz@amount.com*  
610.585.5358

