



# ABOUT CREDITINFO



# OUR PRODUCTS



# OUR TESTIMONIALS



# CASE STUDY IN KENYA (2018)

Implementation of the instant decision module (IDM)  
at the micro-loan provider in Kenya - ATLAS MARA DIGITAL



## CLIENT EXPECTATION

A **web-service** interface automatically accessible in real-time, that would:

- **protect risk** decisioning rules (IP),
- **set risk decision rules** at granular level,
- **track** outcomes.



## SOLUTION

The Creditinfo Kenya team proposed to introduce the agile **IDM** solution.

The implementation took **6 weeks**.



## RESULTS

Immediately, the client was empowered to increase credit limits by approx. 2 million USD.

# Testimonial by



Our decision to partner with Creditinfo for Risk Management services is hinged on their innovative value-added services, risk consulting and overall commitment of the leadership team.

Creditinfo is a leader in automated risk-decisioning systems, data analytics and scoring services; their risk consulting services is world class and manned by the best.

We use IDM, their flagship product for risk-decisioning in our micro-lending business. IDM provides us the means to securely protect our risk decisioning rules, which, equates to our IP; IDM also enables us to set risk decisioning rules at granular level, and to track/measure outcomes for post-mortem reviews. It has a web-service interface that enables our loan application to interact with it in real-time.

With IDM, risk becomes measurable and controllable.

- **Ikedichi Kanu. Country Head, Atlas Mara Digital, Kenya**

(2018.04.16)

# Testimonial by



In 2017 we approached Creditinfo to help us reviewing credit process for small urban and rural household customers. Having around 220,000 active clients can be a challenging task, especially maintaining a high retention rate in such a competitive environment as agricultural and individual consumer credit lending. We were looking to improve our operational efficiency to support twodigit growth while maintaining high portfolio quality.

Creditinfo consultants conducted a 360-degrees review of underwriting practice, applying expert knowledge and rigorous analytics. They went above and beyond not limiting the scope just to office work but going out to our customers and collecting insights from the first hands. The outcome was a Roadmap of how to successfully achieve transformation of CREDO Bank lending to an optimal level fully utilizing all available data and implementing a dynamic credit policy regime. These recommendations were filtered into immediate fixes and longer term strategic initiatives, each with an estimation of expected benefits.

Creditinfo has used our historical data and, combining it with market data, supplied by credit bureau, developed several scoring models that demonstrated strong predictive power. Those models were implemented at different parts of our decision process, enabling us to accurately identify high and low risk customers and process them accordingly. The new transformed process was leaner and more efficient, and created solid ground for our future growth.

- **Zaal Pirtskhelava, Chief Executive Officer**

(2018.05.28)



# INTERNATIONAL CASE STUDY (2018)

## SPAIN – SWEDEN - UK

Performance audit, loan origination and industry best practice -  
CREDITSTAR



### BACKGROUND

Review of **loan origination** processes for operations in Spain, Sweden and United Kingdom.

Creditstar wanted to make sure that they were doing things according to the **industry best-practice**.



### SOLUTION

Creditinfo consultants reviewed **underwriting policy**, usage of internal and external **data sources** as well as usage of **decision support** tools and **scorecards** and provided Creditstar with a roadmap of actions to take place.



### RESULTS

Creditstar has implemented several improvements in their credit processes that led to **higher operational efficiency, better risk management** and more **transparency**.

Creditstar implications also helped to enrich key reports structure and lay ground for future automation.

# Testimonial by CREDITSTAR



— Aaro Sosaar, CEO of Creditstar

CREDITSTAR has experienced a significant growth in business over the last years. The company has successfully entered new markets such as Spain, making financial products easily available to a population of more than 120 million people.

In 2017, Creditstar approached Creditinfo to help them to review their loan origination processes for operations in Spain, Sweden and United Kingdom. Creditstar wanted to make sure that they were doing things according to the industry best-practice.

Creditinfo consultants reviewed underwriting policy, usage of internal and external data sources as well as usage of decision support tools and scorecards.

Based on valuable insights supported by a rigorous analysis of data that were provided, Creditstar has implemented several improvements in their credit processes that led to higher operational efficiency, better risk management and more transparency.

Creditstar implications also helped to enrich key reports structure and lay ground for future automation.

Reviews during and after the project enabled practical outcome and helped to focus on the most important aspects.

# COREMETRIX CASE STUDY (2017)

## INDIA

How to evaluate creditworthiness when there is no or limited credit bureau data?



### GOAL

The lender wished to gain a **competitive advantage** by employing the COREMETRIX score to identify creditworthy individuals amongst the *thin file* population in India.

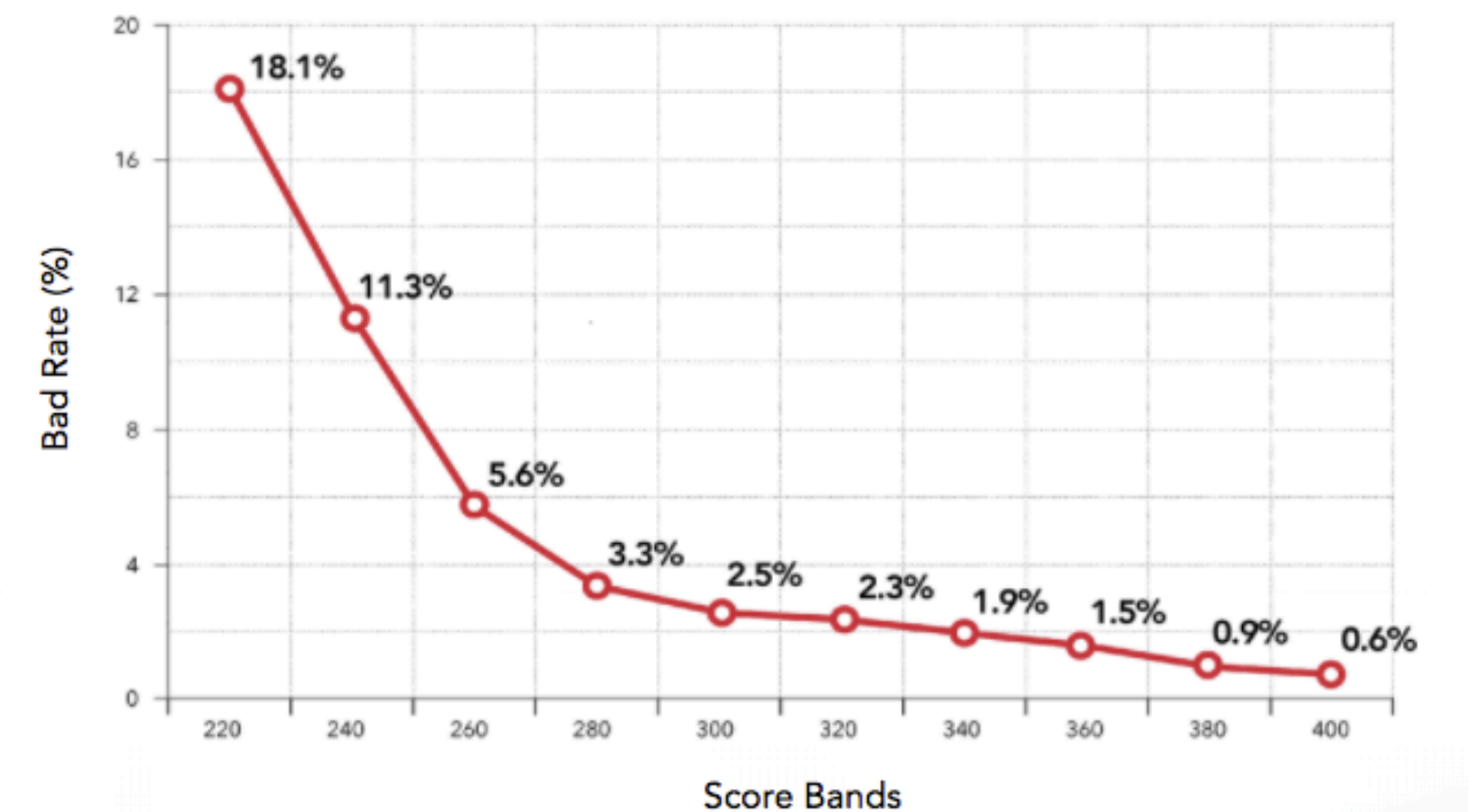


### RESULT

Psychometric model trained on 10k existing customers with a bad definition of 1+ at month 3.

Model performance: GINI 45% based solely on the psychometric quiz.

Predictive Psychometric Score: Bad Rate by Score Bands  
\*Based on a bad definition of 1+ at 3 months





# COREMETRIX CASE STUDY (2017)

## SOUTH AFRICA

Thick file bureau score



### GOAL

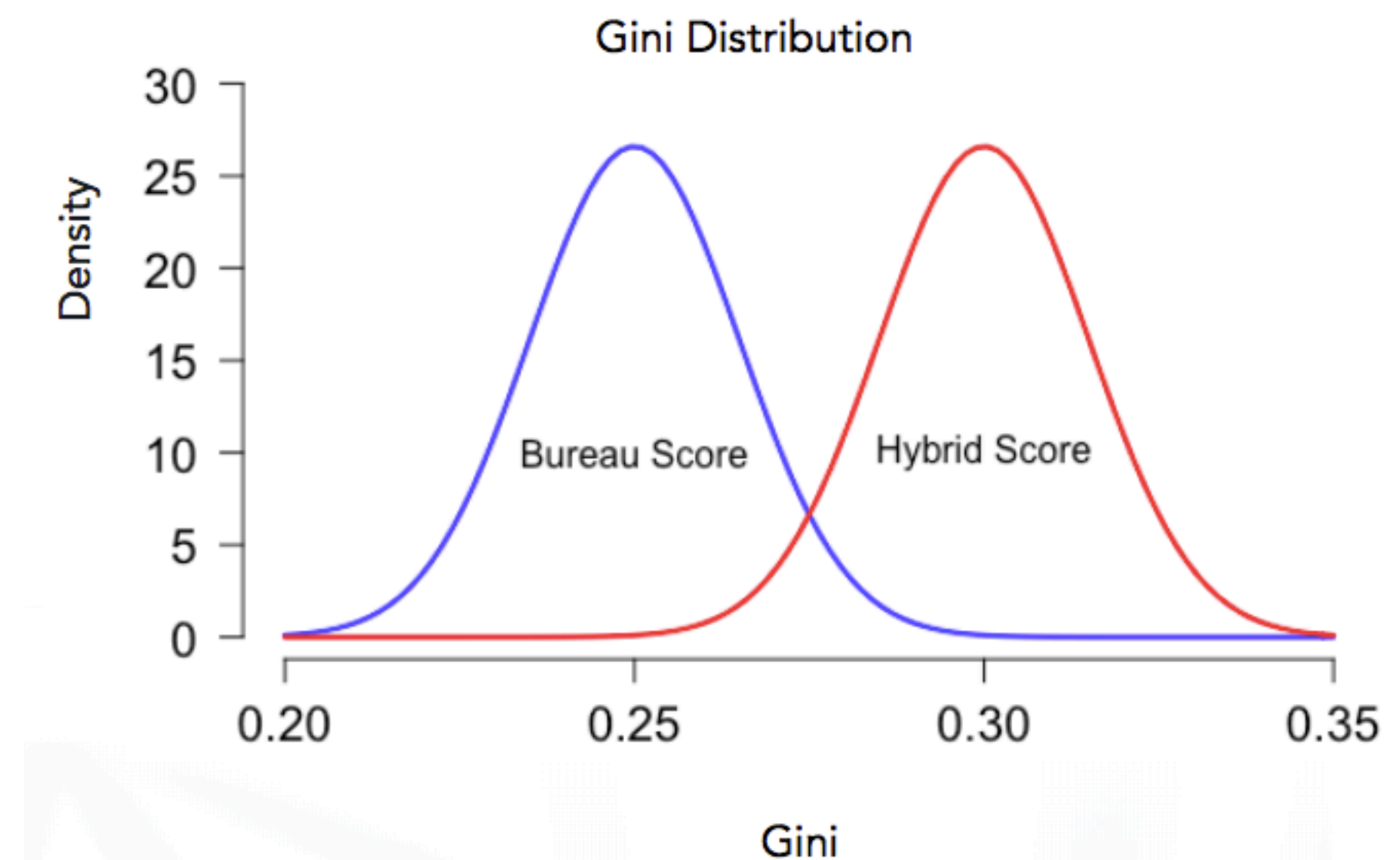
Maximise the efficiency of a standard bureau score



### RESULT

Stand alone model: GINI 0,25  
Hybrid model: GINI 0,3

20% uplift performance of the standard bureau score



\*\*Bootstrapped performance test, 10k samples scored and tested.



# COREMETRIX CASE STUDY (2017)

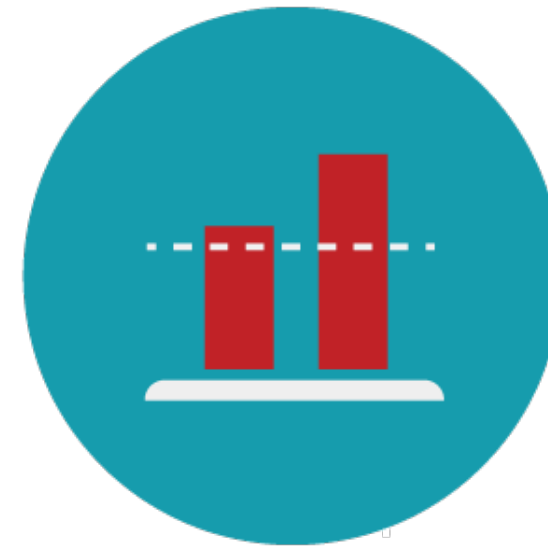
## SOUTH AFRICA

Thin file challenge



### GOAL

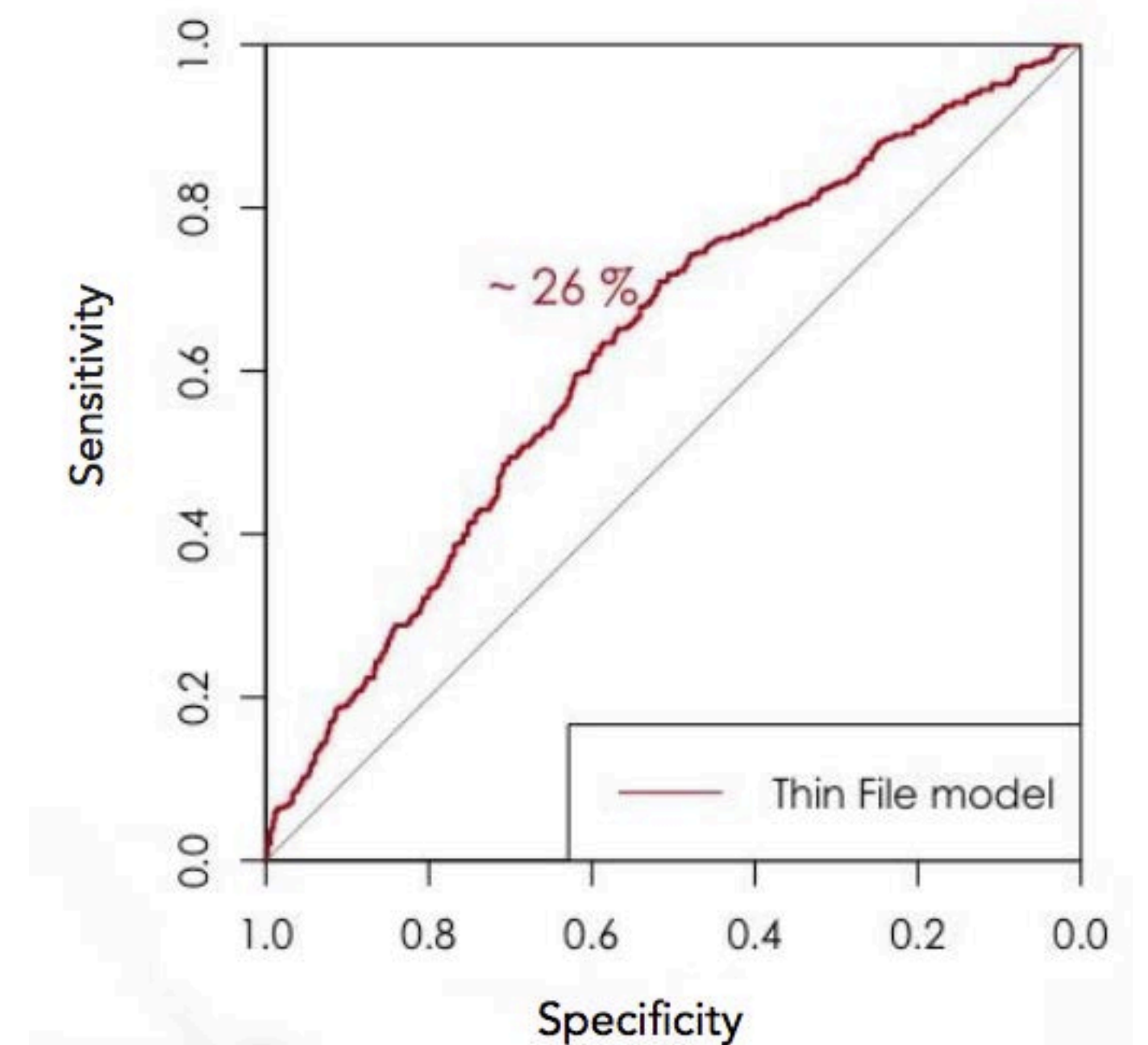
Tackle the *thin* file challenge



### RESULT

Stand alone model: GINI 0,26

Effective credit scoring when previously there was none.



# CASE STUDY IN KENYA

An International Bank wanted to launch a mobile loans product in Kenya and faced challenges of introducing a new product, using new data to a new customer segment



## CLIENT EXPECTATION

An International Bank needed to launch the mobile loans product quickly in a competitive market and have the security to know that the product would have attractive loan amounts to customers while safeguarding the bad debt losses.



## SOLUTION

A generic scorecard and suite of business rules was created that ensured there was security against bad debt loss that combined all data sources.

For the assignment of credit limits problem a model was created combining risk assessment and income proxy



## RESULTS

The effectiveness of the model was simulated on expected customer profiles.

Benchmark research supported the customer segment for the marketing team.

# CASE STUDY IN BALTIC STATES

MCB Finance (now IPFDigital) - an innovative fintech internet lender of small loans



## BACKGROUND

After some years of high profitability, MCB Finance began to suffer heavy bad debt losses up to 50% of income.



## SOLUTION

A Strategy Review consultancy study with identified weaknesses and recommended solutions was provided.

In a workshop with Executive management a Roadmap was created and Creditinfo delivered on-going close support.



## RESULTS

Within 2 years impairment as % of revenue had fallen from 50% to 16%.  
After a period of stability total lending increased by 50%.

Creditinfo have continued to partner IPFDigital over 7 years across 8 markets

# CASE STUDY IN UKRAINE

A bank in Kenya



## BACKGROUND

CA needed to automate their loan on boarding and decision process.

Since data is central to good credit decisions, they wanted to integrate application data, internal data and credit bureau data to make better decisions and centralize this process.



## SOLUTION

An application processing systems, decision analytic consultancy and support, credit scorecards were delivered.

Deliver was not a one off approach, however, working closely and regular reviewing the quality of decisions was incrementally improved over time.



## RESULTS

The percentage of decisions made automatically went from 0% to 70% over 3 year period.

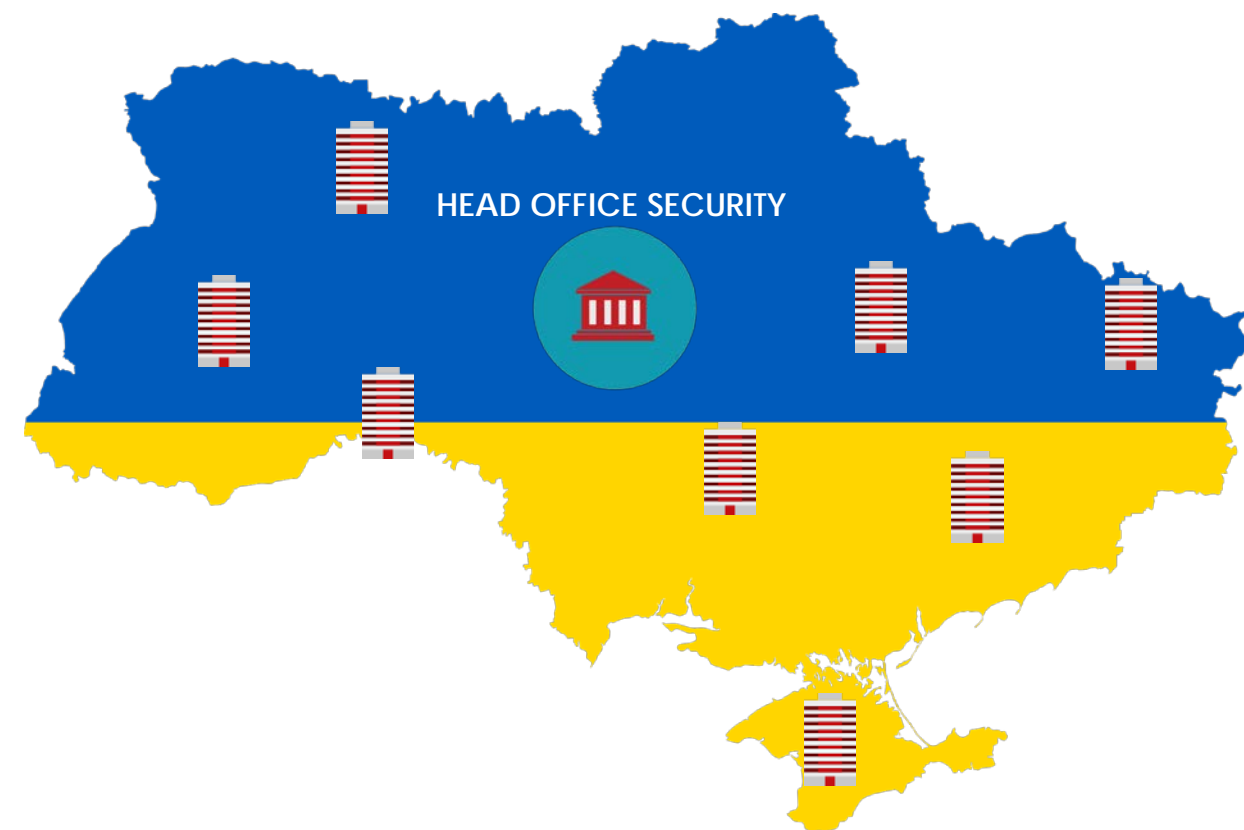
The average bad debt losses as a percentage of new loans dropped by over 50%.



# CASE STUDY IN UKRAINE

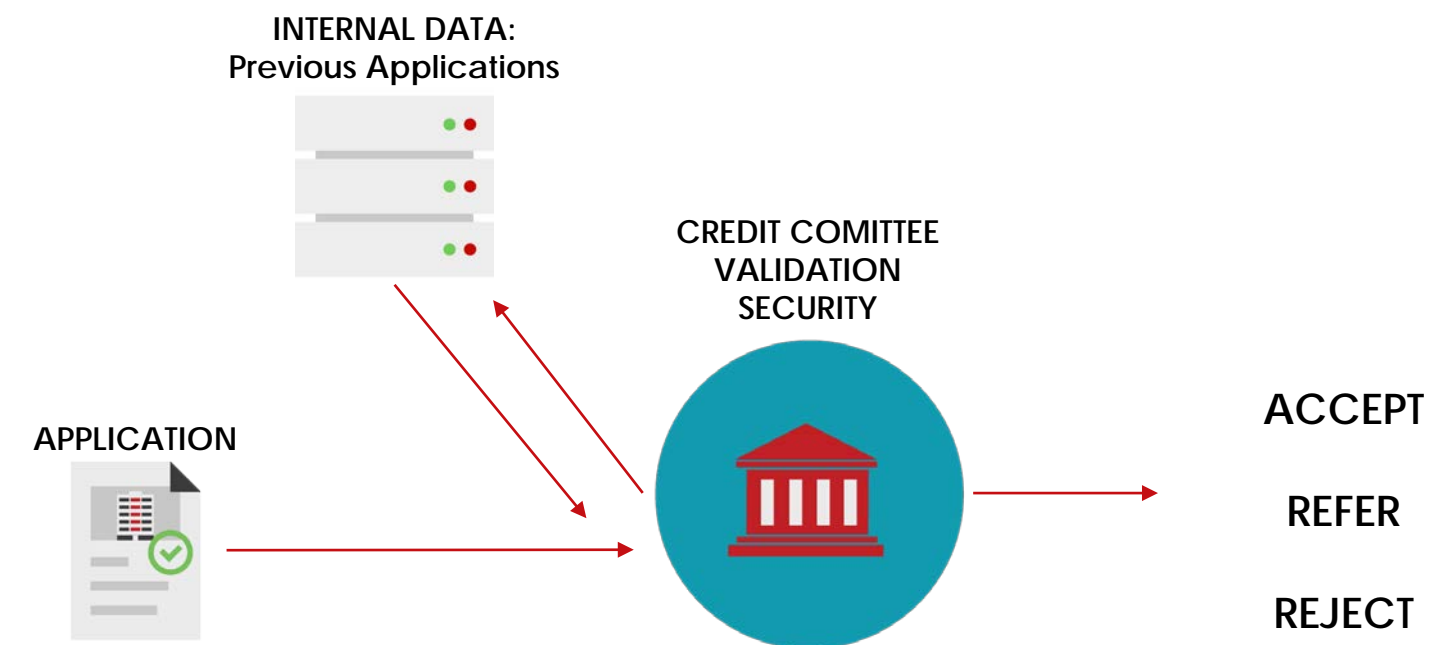
## Pre-Automation in 2007

- Local Decision
- Applications Sent to Security at Head Office Each Day
- Decision Time 1-3 Days



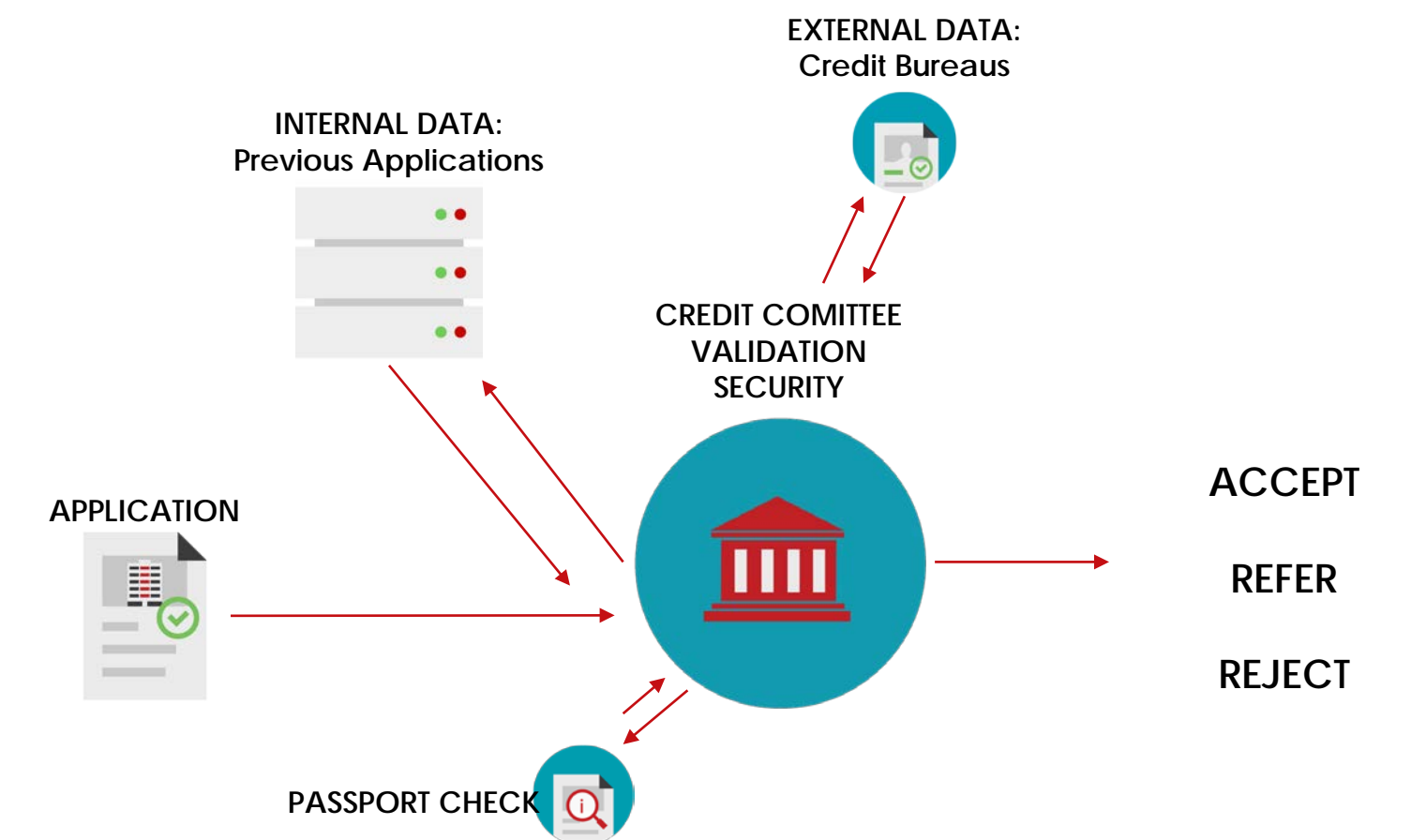
## Automation Start in 2008

- Trial – 20% Branches
- Bespoke Scorecard
- 6 months -> Full Roll-out



## Automation Advanced in 2009 - 2010

- Passport Check
- Removed many business rules
- Reduced percentage of applications send to security and validation
- New scorecards
- Post implementation the decision process, scorecard and strategies was reviewed on a quarterly basis



# CASE STUDY IN RUSSIA

New country operation market



## BACKGROUND

A major international bank wanted to consider opening a new operation in Russia and had no understanding of the credit environment and wanted to understand how it could transfer its practices from South Africa to the new market.



## SOLUTION

A summary of the market credit infrastructure and lending practices was prepared with the detailed information on credit bureau products and data coverage, KYC practices, lending practices, product distribution, new trends, volumes loss rates of key product lines and introduction to key providers and leading market influences.



## RESULTS

The bank was able to make an effective assessment of whether best practice lending could be applied in the market and where the strength and weaknesses were in the infrastructure. An assessment was prepared in a clear document in technical language that was comparable to the home market.

# CASE STUDY OF BENCHMARKING

New Product Launch in Market has Risk Versus Marketing Debate over Low Acceptance Rates



## BACKGROUND

A lender decided to launch a new fast loan product to the market and the risk to set-up an infrastructure to meet the expected the target market mid income low-medium credit risk.

Over the 6 month launch period the acceptance rate was barely 25%, significantly below the 65% expected.



## SOLUTION

BENCHAMRKING service was used to compare the new portfolio applications to a bundle of competitors identified by the lender. The credit bureau score was used as a consistent and independent measure and the lender was compared with benchmark group. A comprehensive report was prepared.



## RESULTS

The Creditinfo bureau score displayed a clear difference in the distribution of the new lender and the market players - lender had attracted a very high risk segment.

The Marketing team was advised on how using portfolio screening they could better target existing customers.

# CASE STUDY IN KENYA

Alternative Circles – Shika Product Launch. Non Bank Fintech



## BACKGROUND

Alternative Circles wanted to launch a new innovative loan product to the market. They were skilled with high technical expertise on how to extract information from the Smart Phones, however, they needed risk management infrastructure support.



## SOLUTION

The need was identified to manage and credit score the multiple data sources being extracted from the phone and to integrate credit bureau data, score, and previous Shika loan data. The score, rules and limit assignment were integrated into a decision engine which will enable flexible (non IT) updates. Reviews and updates were delivered on a regular basis.



## RESULTS

The risk management infrastructure was set-uped with confidence. The flexibility of the BEE decision engine enabled changes and tweaks to the rule base to made without significant delay. Highly skilled data scientists were on hand to regularly review.



# CASE STUDY OF PMA

A bank in Kenya



## SOLUTION

A review was conducted to assess data quality by creating a series of 41 rules which focused on different aspects of data completeness, accuracy and consistency. 3 different types of rule

1. Individual fields – one field from one snapshot
2. Consistency within one snapshot – two or more data field from one snapshot
3. Consistency among multiple snapshots – more fields and more snapshots



## RESULTS

MFIs were left with an increased awareness of the importance of data quality and how it can be measured. They shared a commitment to improve the quality of data which is used internally and sent to the PMA.

# Testimonial by



سلطة النقد الفلسطينية  
PALESTINE MONETARY AUTHORITY

Cooperation with Creditinfo goes well according to contracted schedule and budget. We are happy with Creditinfo consultants and advisors for their professionalism and results of their work. Our cooperation will continue with regular scoring reviews and on-going training.

We could recommend Creditinfo as a reliable partner for Credit Bureau business and projects. Creditinfo could bring you value added services and products in your business because of their experience and highly developed technologies.

- **Ali A. Faroun, Deputy Director, Banks Supervision Dept., PMA**

# CASE STUDY IN SUDAN

## Credit Score Development - CIASA Credit Registry



### BACKGROUND

The CIASA credit registry had a data of a period of 4 years and the credit bureau credit score model was needed.



### SOLUTION

In-depth investigation of the data quality and a review of each data item, how well it was populated, what data was stored in the system compared with best practice expectations was made.

The data issues were discussed with the CIASA and after exclusion of any incorrect data, a predictive scorecard was developed.



### RESULTS

An initial feasibility study revealed data issues and clarified the potential to develop a scorecard. The scorecard was developed and validated successfully, then implemented via the Creditinfo decision engine software (BEE).

# CASE STUDY IN PALESTINE

Palestine Monetary Authority – Feasibility Study and Bureau Score Development



## BACKGROUND

The Palestine Monetary Authority credit bureau was set-up in 2007 and was extended to include MFI records in 2009. They needed data feasibility study, scorecard development and implementation of scorecard, reasons and risk grades.



## SOLUTION

Questionnaire to understand the history of data usage and a review of each data item, how well it was populated, what data was stored in the system compared with best practice expectations was made. After the workshop and necessary data exclusions, the scorecard was developed. Creditinfo decision engine was implemented and tested. Annual reviews and updates of scorecards are executed.



## RESULTS

Online real time system (24/7) with a response time within millisecond. Two methodologies of credit rating (Manner of payment, scorecard). Assign Credit Score for each Borrower and Guarantor, PD within 12 months, Risk grades & Reason code. Customer classification on Bounced checks system and hybrid business module



# CASE STUDY IN MOROCCO

AL AMANA is one of the most important Micro Finance institution with 38% of the market share of MFI, accessing to the credit bureau since 2012.



## BACKGROUND

Enquiries volume has increased steadily to reach 146 993 at the end of 2017, with a coverage rate of no more than 40%.



## SOLUTION

After its subscription to the Scoring service in September 2017, AL AMANA, convinced of the importance of the Scoring usage, made general the report consultation for all credit requests.



## RESULTS

Since January 2018, the daily average volume of the CreditinfoReportPlus has increased to 1500 compared to 500 in 2017. The expected annual volume is largely exceeded in 4 months.

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