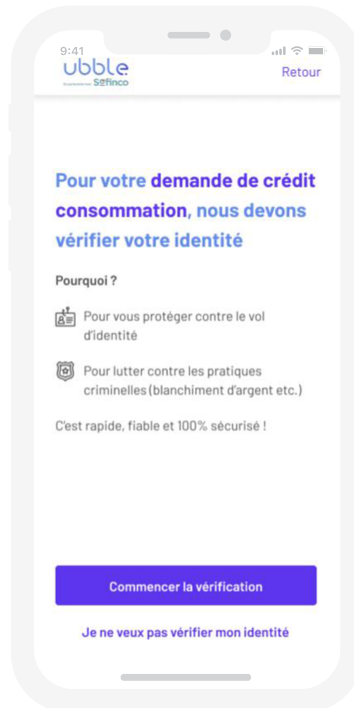


## Improving digital experiences while protecting customers

Sofinco is one of France's leading consumer credit companies. The company offers a wide range of products and services, including personal loans, debt purchases, revolving credit with or without a credit card, and services, such as insurance, rentals, and warranty extensions.



*“We are delighted with the results from ubble. That’s why we’ve decided to expand our use of the solution, with three times more volume. We are continuing to connect ubble to our various processes as performance continues.”*

### Ophélie Robin

Head of Digital Transformation and Innovation at Crédit Agricole Consumer Finance Sofinco

### Background

In late 2019, ubble took part in the “100% Compliance” contest launched by Crédit Agricole and Village by CA. The team pitched to the group’s compliance departments. Afterwards, the Sofinco brand decided to test the solution and go to production quickly.

### Challenges

A credit application is a highly regulated process that requires extreme vigilance and discipline to protect customers. One step is to provide proof of identity and creditworthiness. This can create friction and derail the customer experience.

With LCB-FT 5’s implementation\* into French law, the regulation simultaneously introduced a simplification with respect to the evidence being requested.

*“The relationship process is central to consumer credit, and we wanted to optimize the existing experience. We were drawn to ubble’s promise of a secure and streamlined user experience. We had three goals in mind: making the customer experience more secure, being compliant, and turning prospects into customers.”*

### Ophélie Robin

\*Anti-Money Laundering and Anti-Terrorist Financing Act

### Results

from user experiences involving ubble.\*



**Drastic decline in attempted wrongdoing**



**Increased mobile conversions**

\*8-month report, contact us for more details

## Solution

The project was implemented in three months. ubble was connected to part of Sofinco's workflow, and the other part remained as usual. This made it possible for the teams to compare the two relationship processes.

In total, more than 11,000 Sofinco customers were evaluated over the test period. 78% of them completed ubble's verification process.



Ophélie Robin

Seventy percent of the users who completed ubble's verification received an actionable response, meaning that the file was declared valid or invalid. The completion rate was over 80% on mobile devices.

*"In this changing regulatory environment, ubble has helped us streamline many stages of our customers' experience. This improves the process, while remaining easy and educational for our users."*

## What can we learn from Sofinco's experience?

*"After eight months of POC, we reviewed ubble's integration. The ubble experience performed better than our usual process for converting our prospects into customers. Their promise looked great on paper and lived up to that promise in practice!"*

Ophélie Robin



**Protecting our customers** is also an opportunity to **simplify the customer experience** and improve conversions.



**Testing is winning.** To start, the idea is to test limited portions of the workflow and then compare the results of the different processes.



**Define KPIs for success** to measure results. This should be factored into the design of the process, before launching the project.



## Clients



Questions? Want to talk?

Contact us