

CREDIT-LINK

Planning future growth in competitive markets is a challenge facing every company. NIBB Group Ltd of Northern Ireland, has seen that the solution lies in investing in the latest technology to improve its efficiency, and building on its reputation for quality of service.

It has invested in the latest videotex computers from ROCC to further speed the processing of loans, cutting the time to approve a loan in principle from a few hours, to sometimes as little as three minutes!

NIBB has grown from small roots. Starting in 1956, it has expanded to a size, where in 1984 it joined with the Bank of Ireland. This has enabled it to further develop. "Its success," says Ian McMurray, NIBB's marketing manager, "has been its belief in quality of service to customers."

"We have responded to the requirements of modern business by investing in modern technology, all the while remembering that its purpose is to improve our service levels," said McMurray.

Integration

1986 was a major development year for NIBB, when it was integrated with the Bank of Ireland's own finance house. "60 percent of NIBB's business is in the motor trade, whilst Bank of Ireland Finance was strong in industrial lending. By coming together we have become an even stronger company," commented McMurray.

The new NIBB Group now accounts for well over 20 percent of finance house lending for motor cars in Northern Ireland, making it the largest player in the market, competing against the major finance subsidiaries of all the major banks.

Competitive

"The finance house market in Northern Ireland is very competitive, intensified by the country's small population of just 1.5 million," said McMurray. "Yet, in 1989 we are planning to advance £70 million."

NIBB sells credit to customers mainly through motor dealers,

and also directly through bank branches. The company's service quality is maintained through this network by offering a high level of support to dealers, help with training, providing market information, and through the speed of delivery of loans.

"Whilst the credit market is price sensitive, customers are prepared to pay a small premium for ser-

McMurray....."We have responded to the requirements of modern business."





DP manager Francis Johnston is responsible for Credit-link's overall design and implementation.

vice quality, and that is where NIBB has successfully pitched itself."

Premium

Offering a premium service means both a high quality personal service and a very efficient service. The company's progress results from its continuing investment in the latest computer technology.

"Whilst our computers were first used only to store account records, they now help us speed the processing of loans," said McMurray. "A branch approves loan requests from dealers, which until recently had to be done over the telephone, with manual checking of creditworthiness."

The checks consisted of credit search, voters roll search and banker's enquiry. Done manually, searches can be very administratively intensive.

Three minutes

With the new Credit-link system, using ROCC's videotex, the underwriting procedure is now fully automated. This has slashed the time taken to approve a loan in principle from hours to sometimes as little as three minutes. Once the case has been accepted

NIBB's records are also immediately updated, with customer details.

To be used in many of the motor dealerships who work with NIBB immediately, it is planned to install 100 by mid 1990. It will also be introduced into 40 Bank of Ireland branches for the marketing of consumer products.

Credit-link uses on-line terminals located in motor dealerships and bank branches, connected to the videotex computer at NIBB head office. Motor dealers and bank staff using Credit-link will be able to offer instant quotations through the terminals, and will be able to transmit details of proposed purchases directly to NIBB.

Advantages

Credit-link enables transactions to be completed immediately without any delay, is not restricted to normal business hours, does away with laborious form filling and allows users to operate with speed and efficiency.

Previously, each credit application would require the customer's details to be transcribed manually, and processed normally by phone through NIBB's branch for a decision.

"The business overall is made more efficient, by enabling NIBB

to take staff out of costly administrative posts and redeploying them into profitable sales and marketing jobs," commented McMurray.

"Credit-link is more than a sales aid," said McMurray. "it will become an integral part of our business and dealers. The speed of response in loan approval means that NIBB should be able to secure more marginal business."

"We anticipate using Credit-link to market a wide range of products, in both the consumer and industrial sectors. In the future we might use it for mortgage-type applications; we are looking for a simple mechanism to authorise any form of credit, even for very large amounts of money."

The detailed customer information used by Credit-link is additionally helping NIBB acquire knowledge of its customer profiles. This will help the company better target its product marketing now and into the future.

"Credit-link is technology for the 90s, with the personal touch. It builds on NIBB's core belief in service and makes us even more efficient. It is a platform for growth. NIBB will get to where it wants to be because of its staff, but made possible through its technology." ■