

TBI Bank: Redefining lending for a new generation

With ambitions to be a next-generation digital lender, TBI Bank needed next-generation technology. In just two months FintechOS delivered an end-to-end integrated lending solution, leveraging data and analytics to deliver customer-centric products at every touch point. New loan applications are now fast, frictionless, and are driving exceptional business growth.

The Client

TBI on its way to becoming the next-generation digital lender

TBI is a new-generation bank focused on becoming a next-generation digital lender. Serving customers in Germany, Denmark, Poland, Romania, and Bulgaria with retail, corporate, and e-commerce banking services, TBI has more than 1,500 employees and \$550 million in assets. TBI aims to improve the financial lives of current customers and attract new ones through a financial platform and marketplace of merchants offering highly personalized digital products and services.



Key achievements

- ✓ Integrated digital lending platform from first point of contact in two months
- ✓ Time-to-money for new customers reduced from three days to 15 minutes
- ✓ Automated and customized product offers drive record month-on-month growth
- ✓ Over one million online loan applications in 2020 and rising
- ✓ Seamless, embedded lending integrated with more than 10,000 online merchants

The operational challenge

For TBI the operational challenge could be summed up in one word: friction. Customer onboarding was cumbersome, with paper-based data processes for the bank and for prospective clients – a classic source of friction. Credit approval meant gathering data from multiple agencies – more friction. Product development and marketing programs were slow, unsynchronized, and costly: yet more friction. What the bank needed was flexibility, automation, and online processes – and fast.

TBI Bank had multiple product lines in different countries. In Bulgaria the key business was personal and business lending, while in Romania growth was in e-commerce, point of sale (POS) loans, and credit cards. The bank was also expanding banking services in more countries.

These different markets and products needed a single, integrated-system solution that could also be customizable for different types of customer and countries.



“It is not easy to innovate in a traditional banking market,” says Kostas Tovil, Senior Vice President e-Commerce, TBI Bank. “But our desire to offer our clients a different financing solution, 100 percent online, was sustained by the boldness of our partner FintechOS. And they delivered.”



Kostas Tovil
Senior Vice President e-Commerce, TBI Bank



“Our whole approach is about personalisation and flexibility is driven by data,” says Teo Blidarus, CEO of FintechOS. “FintechOS not only gives clients access to the data they need, but also the ability to act on that data, and that is what is critical. It gives them the power them to act tactically and strategically in any market.”



Teo Blidarus
CEO, FintechOS

Next Steps

Following the quick success of the initial lending platform implementation, the goal of the FintechOS - TBI Bank strategic partnership is to prepare TBI for further growth. New customer-centric features will continue to be added to existing lending products; new products such as car loans will be introduced, and the rollout of improved internet banking – TBI Bank’s most important interface with its customers.



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- Romania:** Oregon Park, Building C, 2nd Floor, 46-48 Pipera Road, 2nd District, Bucharest, Romania

The Solution

With FintechOS as its strategic partner, TBI Bank implemented a market leading digital lending platform capable of delivering customer-centric products and services across the business in just two months.

The solution brought together data from siloed internal systems and external feeds into its Evolutive Data Core, an API-driven aggregation layer, giving the bank access to accurate information on customers and the services they use.

FintechOS' pre-built Automation Blocks enabled the bank to take a modular approach to restructuring background processes and customer journeys – for several business lines, across online and in-branch channels.

With access to data and back-office automation, the credit risk profiling and KYC checks that are part of the loan application process could be embedded into online, mobile, and e-commerce customer journeys. The result was a frictionless customer experience and time-to-money for new clients

measured in minutes rather than days.

Personalization is also critical in shaping new products and structuring the marketing and communication campaigns that support them. With FintechOS, TBI Bank has a 360-degree view of customer data at all times. This allows for rolling credit risk assessments, and thanks to an integrated marketing functionality, it also triggers automated, personalized offers for new loans and other products.



60% growth

The ability to leverage data to onboard new customers in minutes and then continue to offer them customized new products and services has driven month-on-month business growth of 60% percent since launch.