

# Online Lending

Friction-right journey boosts conversion by 2-3x

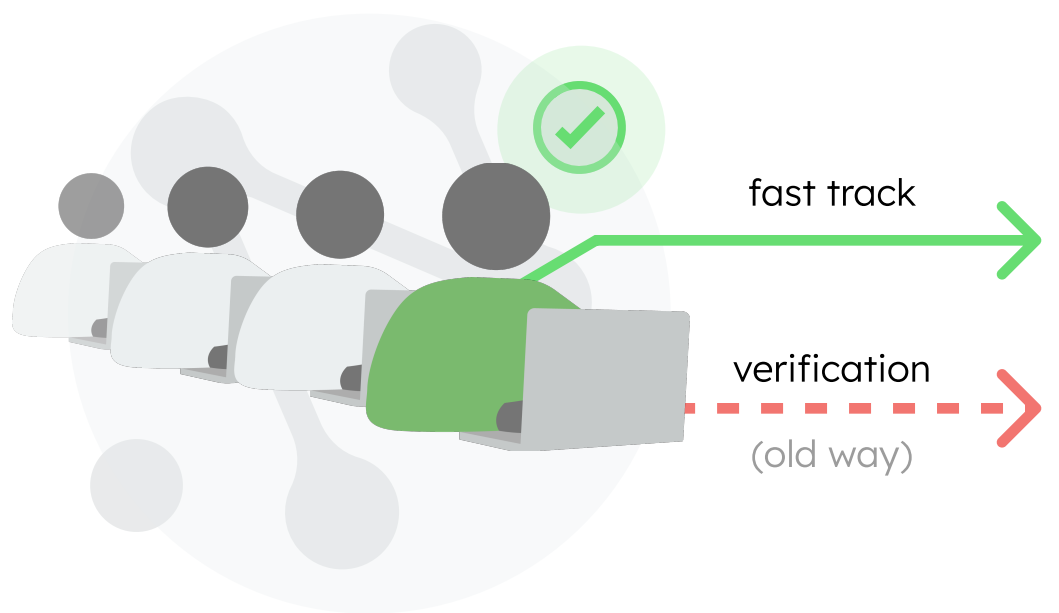


## The Problem

It's difficult to see a quality customer walk out the door, but that's exactly what was happening for this online lender during a final bank verification step in their application. The sensitive, high friction point was causing 60 to 70% of their best customers to abandon the loan process.

## The Solution

NeuroID worked with the organization to integrate its behavioral analytics behind their forms, to collect and translate high-fidelity, field-level behavioral metrics in real time. NeuroID's technology enabled them to identify their best applicants, prior to any invasive verification measures, to apply a lighter touch, bypassing the point of friction, and fast track for conversion.



## The Impact

NeuroID's solution gave their client the confidence to pave a lower-friction path for their best applicants.

### ID Orchestrator™

- ✓ Conversion rate more than doubled, while remaining risk neutral
- ✓ Realized ROI of 700+%
- ✓ Dramatically improved the customer experience

Learn more at [neuro-id.com](https://neuro-id.com)

“NeuroID’s real-time solution reduces unnecessary friction for our customers and helps me manage the activity of my loan advocates.”

– Chief Risk Officer