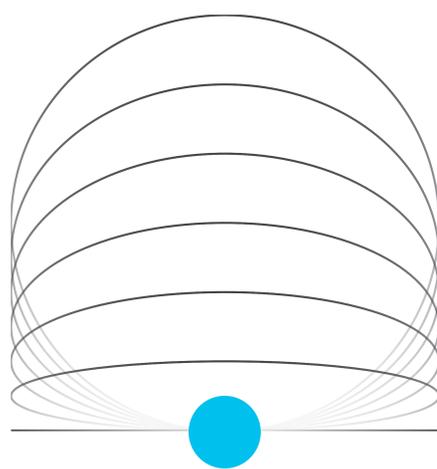


## Optimize Customer Experience and Boost Competitive Advantage

As economic conditions and borrower needs evolve, financial institutions (FIs) are under pressure to deliver great experiences at scale to stay competitive. In response, Axis intelligently enables financial institutions to optimize borrower experience, drive customer loyalty and gain a competitive advantage.

### The Clash of Traditional Lending and New Expectations

The market for FIs has never been so crowded or competitive as new players offer newer, more innovative ways to provide financing. And despite being mired in lengthy pre-qualification steps, complicated applications, and sluggish speeds to offer, the traditional lending process persists for many FIs. This puts them at a disadvantage as today's small business borrowers expect a more streamlined application experience with faster speed-to-offer. To survive and thrive, FIs must meet and exceed today's customer experience expectations. But how can they do so without sacrificing the human touch that is the hallmark of this industry?



### Axis Helps FIs Boost Competitiveness by Upgrading the Borrower's Experience

Axis streamlines application processes, and hyper-automates loan underwriting to increase speed-to-offer. This supercharges the customer experience and boosts the FIs competitive advantage.



#### Delivers a simple, fast application process

Axis provides a self-service application process that leverages existing lender data to cut down on lender-borrower back-and-forth. It also delivers an interactive interface where borrowers can quickly configure loan terms to match their needs. The result is a personalized, streamlined application experience that stands above the competition.



#### Accurately accelerates loan approvals

By intelligently applying data science to borrower data, Axis is able to accurately pre-qualify candidates for small business loans. Because the solution autonomously manages operations throughout the entire lending journey, waiting periods and downtime are pared while speed-to-offer is accelerated.



#### Creates a seamless borrower experience

The white labeling feature of Axis helps FIs maintain a consistent brand experience for their borrowing customers. To further create consistency, it also seamlessly applies the FI's risk policies throughout the solution.

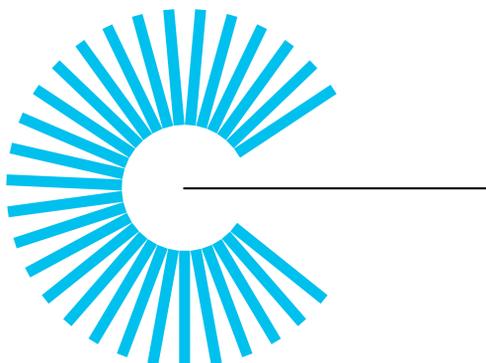


#### Provides timely updates and enhancements

Axis is a SaaS solution, providing regular enhancements and ensuring minimal interruptions and timely bug fixes. This minimizes lending downtime, keeps the lending staff productive and enhances the borrower's experience.

*The number of commercial banks in the U.S. has declined from 8,000 in 2000, to 4,194 as of Mar. 31, 2022.*

- FDIC



#### Forthcoming Capabilities

In the near future, Axis will apply data science to intelligently calculate applicant risk scores and optimize pricing for each borrower. It will also autonomously generate closing documents and administer the signing and boarding processes to further free up team resources and increase the speed at which borrowers receive funding.

Discover how Axis can help you optimize customer experience and boost your competitive advantage.

[Schedule a consultation or demo](#)