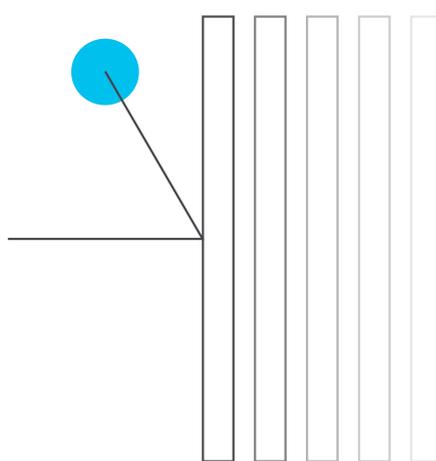


## Reduce Customer Acquisition Costs by Prequalifying Borrowers and Streamlining Lending Operations

Regardless of loan size, financial institutions (FIs) have traditionally paid the same costs to target, qualify, and fund new customers. But now Axis is enabling FIs to achieve this for far less—overcoming the traditional cost barriers to customer acquisition.

### The Seemingly Insurmountable Cost of Acquiring Customers

The process of manually pre-qualifying and underwriting a borrower is anything but cheap. According to a 2019 Deloitte study, funding a new loan costs the typical FI anywhere between \$2,500 and \$10,000. This severely impacts profit margins and force FIs to focus their efforts on larger, higher margin loans. However, if FIs are to survive, they can't afford to leave any revenue opportunities on the table. Is there a way to reduce customer acquisition costs so FIs can profitably capitalize on smaller lending opportunities?



### How Axis Shrinks Customer Acquisition Costs

By combining business logic with machine learning to self-manage lending operations, Axis reduces customer acquisition costs and increases margins, so FIs can comfortably access new revenue opportunities.



#### Deploys Precise Prequalification Of Borrowers

By autonomously analyzing borrower candidate data to increase the likelihood of conversion, Axis reduces the need for broad marketing spends and cuts overall acquisition costs.



#### Minimizes Time Spent Analyzing Applicants

Axis proactively compares applicant-provided data with public records to capture a comprehensive picture of the applicant and business. The solution then conducts analysis of the applicant's bank transactions and calculates cash flow to identify candidates who meet the lending threshold of the FI—all with minimal human oversight.

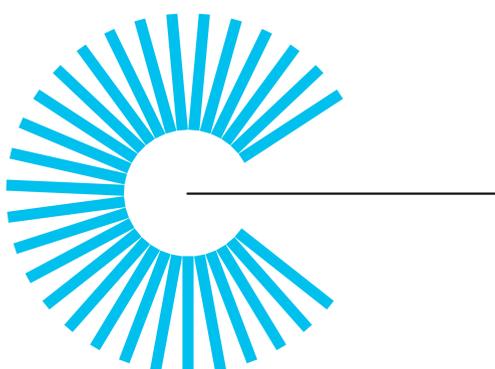


#### Accelerates Loan Processing To As Little As 15 Minutes

Axis accelerates lending by delivering an intuitive application interface for borrowers, intelligent and automated decisioning, and KYC/KYB process management.

*45% of small businesses report having borrowed capital to manage higher costs caused by inflation.*

**- U.S. Chamber of Commerce**



### Forthcoming Capabilities

In the near future, Axis will intelligently apply risk insights to optimize pricing for lenders and borrowers in real time. This SaaS solution will also autonomously generate closing documents and administer the signing and boarding processes to further free up team resources and reduce customer acquisition costs.

Discover how Axis can help you reduce customer acquisition costs.

[Schedule a consultation or demo](#)