

Benefits of Serving the Underbanked



At more than 20% of U.S. households, the underbanked are an important demographic to the financial industry. Serving them can prove beneficial for both the customer and the organizations that extend credit.

Here's how working with the underbanked can benefit a business:



Expansion of Services

Serving the underbanked can mean offering new credit options, including in-house credit card programs and lease-to-own options. This enables businesses to service an untapped lending market.

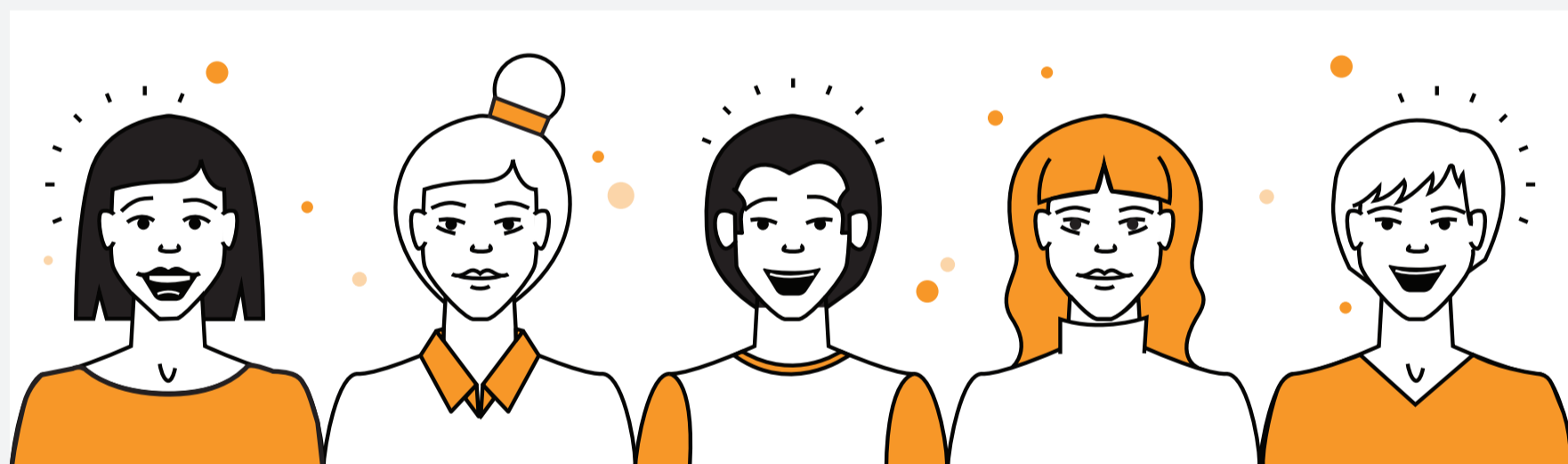


Increased Profits

Businesses can grow their market share and generate profits by offering their products and services to this underserved segment of society.

Improved Customer Satisfaction

Imagine not being able to purchase certain items due to a low credit score, especially one whose results don't reflect your true creditworthiness. Organizations that utilize alternative credit reporting can add new clientele to their business, who will be happy to be given the chance to demonstrate their financial stability.



Job Creation

The underbanked can include small entrepreneurs who lack access to capital or sufficient traditional credit rating. Providing them with loans based on alternative credit scores lets them thrive and hire additional workers.

Reducing Banking Inequality

Businesses that use an alternative credit score give the underbanked access to standard credit products and services that millions of other previously utilized.

