



Transforming The Small Business Lending Experience

The Client: DUCA Financial Services Credit Union Ltd.

With 16 branches across Southern Ontario and over 70,000 members, DUCA is a financial institution that exists to help people do more, be more and achieve more with their money and their lives.



Since its establishment in 1954, when a group of Dutch Canadians envisioned a financial co-operative to benefit its members, DUCA has been guided by a philosophy of “profits with a purpose,” serving the banking and financial needs of individuals and businesses in the communities within which DUCA operates.

The Challenge: Streamlining Small Business Loans

While DUCA has long been involved in commercial lending, the processes around small business loan applications and approvals needed to be finessed for the unique needs of small business owners.

The Goal: Opening Up a New Lending Channel

In alignment with DUCA’s growth strategy and ongoing commitment to developing a superior banking experience for its Business Members, this credit union made it a priority to develop a new small business lending channel with JUDI.AI’s automated underwriting platform.

The Solution: Developing a Small Business Lending Process

Early on, the DUCA team established requirements for their new small business lending process. As their automated underwriting platform was being configured, they provided guidance to shape the eventual outcome such as:



- The details of the credit model
- How this new small business lending platform would fit into DUCA's digital roadmap
- How direct-to-member lending would be impacted
- Expected growth targets for the small business lending portfolio

Working closely with the JUDI.AI team, DUCA was able to envision how its new automated underwriting tool would be used today, as well as its potential for supporting an omnichannel experience in the future.

The implementation of JUDI.AI's automated underwriting platform launched DUCA's new small business lending process. This, in turn, revealed other challenges in the lending process which were then addressed in partnership with the JUDI.AI team.



“By giving DUCA the ability to approve small business loans in a matter of minutes, the JUDI.AI platform plays an important role in our ability to serve our Small Business Members.”



- Phil Taylor, Senior Vice President, Business & Personal Banking, DUCA

The Results: Transforming DUCA's Small Business Lending Experience

With an industry-leading automated underwriting platform in place, DUCA's front-line staff now have a new tool to start conversations with members seeking small business loans.

Business Members appreciate the fast and efficient loan process. And DUCA has begun increasing its small business market share, while strengthening its relationships with the small business community.



"The JUDI.AI team felt more like partners than vendors. What excites me about JUDI.AI is not only the rate that the product is evolving and maturing but also their team's willingness to work with us. The people behind the platform really make the difference."



- Jeff Moran, Senior Manager, Small Business Banking, DUCA

