



\$2 Million Savings

50% Repeat Business

10x Faster Processing

COMPETITIVE ADVANTAGE THANKS TO DIGITALIZATION

AMAG LEASING

With Axon.ivy BPM Suite, Amag Leasing has managed to reduce the processing time of leasing applications from three or four business days to 15 minutes and to significantly improve the risk assessment. The potential for increased sales is enormous.

Amag Leasing is the largest leasing provider in the Swiss automotive market. To be able to benefit more from the increasing popularity of this way of finance, the company decided to utilize the option of digital transformation. This brought about a fundamental review of the business process in place for processing the leasing applications of individuals, and an adjustment of the entire business model. The goal was to be able to respond to as many applications as possible by automated means, so that the dealer would know within a few minutes whether the application was approved or not. For the leasing business it is critical to provide the customer with a positive response on the spot. This increases the odds that the customer will enter into the deal straight away. To achieve this, automation of work processes and the use of Big Data technology was required – from the application to the closing of contract which used to be done in part manually. Thanks to AXON IVY's technology and experience in implementing digitalization projects, the average processing time was reduced from three

to four business days to 15 minutes. Amag Leasing was able to set new standards within the leasing business.

Risky Decision Process

The most important business process when it comes to leasing is the risk assessment of the customer. For the contract to be closed the customer must be creditworthy. To assess the credit history, it is necessary to consider personally identifiable data, payment history and any other securities in place. In the past, the required information used to be collected piece by piece from internal as well as external information sources such as CRM databases, ERP applications and information bureaus. In addition to that, the employees had to comply with a myriad of guidelines. Customer data and documents were even stored in different systems. Therefore, assessing an application was not only timeconsuming and risky as far as data quality was concerned; it also depended on the labor quality and experience of the case handler in charge.



«For us, digitalization of business brings along a unique selling proposition in the market»

PROJECT GOALS:

- Complete automation of process operations
- Massive acceleration of the decision making process
- Significant increase in sales



Self-Learning is Key to Success

The move from the existing manual processes involved a transfer of the business guidelines to Axon.ivy BPM Suite and a definition of relevant decision criteria. These rules can be optimized by easy modification of a few parameters such as minimum income, profession, or age, which can help to increase the rate of approvals granted at the push of a button. The goal is to process as many applications as possible within a reasonable scope of risk by automated means. Another advantage of the Axon.ivy BPM Suite is its ability to learn: The platform constantly learns from the completed processes and decisions made. Nevertheless, there is a small percentage of leasing applications which can neither be approved nor rejected via the automated process. «The AXON IVY system has not only helped us to increase the efficiency of our processes; we are now able to purposefully engage our human resources to handle those applications which indeed require further clarification,» explains Daniel Hüppi, CEO of Amag Leasing.

Increase of Customer Satisfaction and Repeat Business

Digitalization of the leasing application process has helped Amag Leasing to gain a clear competitive advantage. Moreover, today's automation rate is being constantly optimized through guide-

line adjustments. Dealers and customers no longer have to wait for days to obtain a decision; now it only takes a few minutes. In case of a positive assessment, the system automatically prepares all the contract documents required. «The AXON IVY system enables us to not only work more efficiently, but also to generate significantly more sales. And the best news is: The customer satisfaction brings about repeat business!»

amag

AMAG Automobil- and Motoren AG

With more than 5,400 employees the AMAG group is one of largest corporations in Switzerland. All brands of cars imported and sold by AMAG belong to the international Volkswagen group. The core business of this mobility provider is top-end cars as well as comprehensive services. With more than 110,000 active leasing agreements, AMAG is the largest Swiss leasing provider.

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