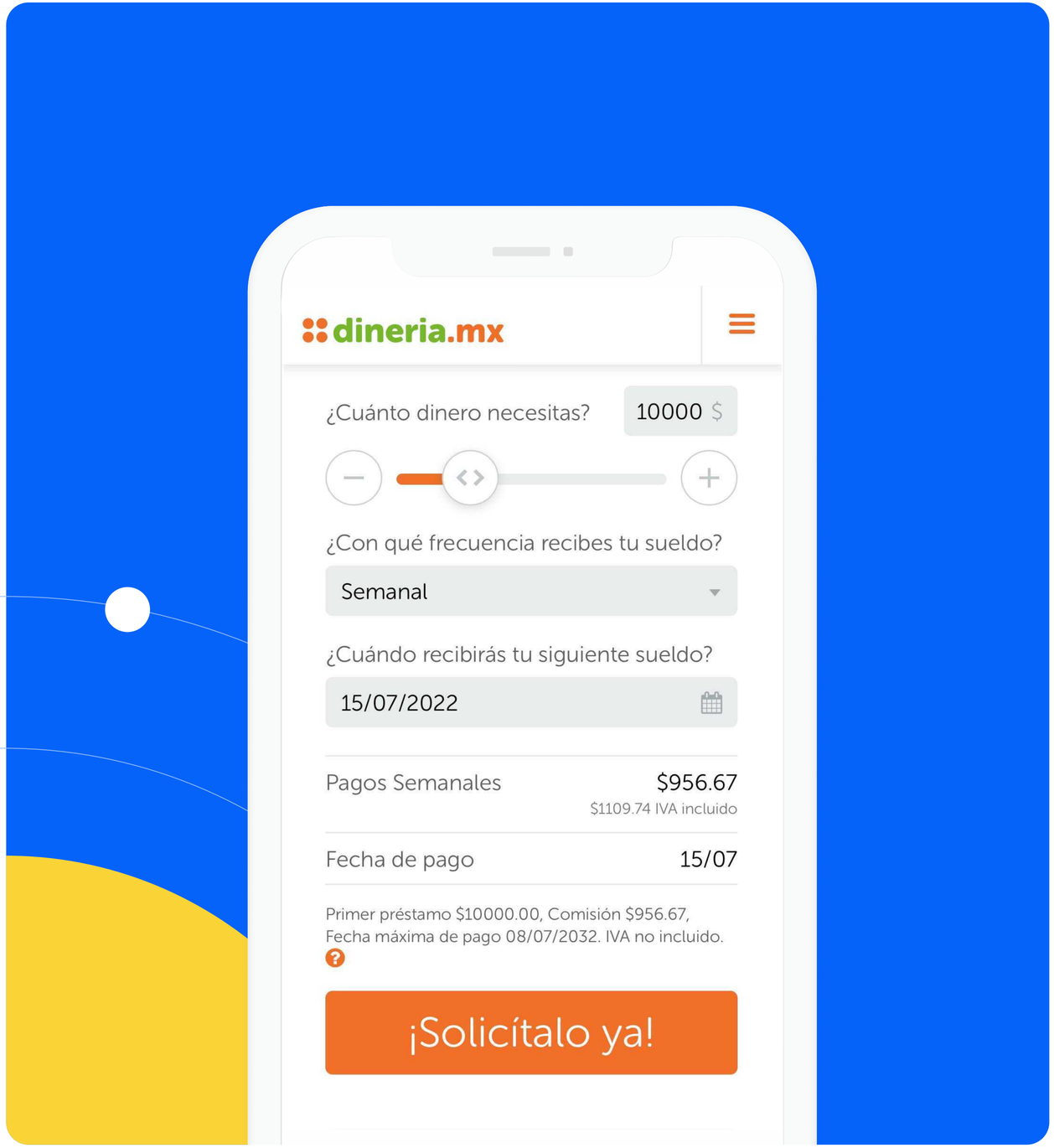
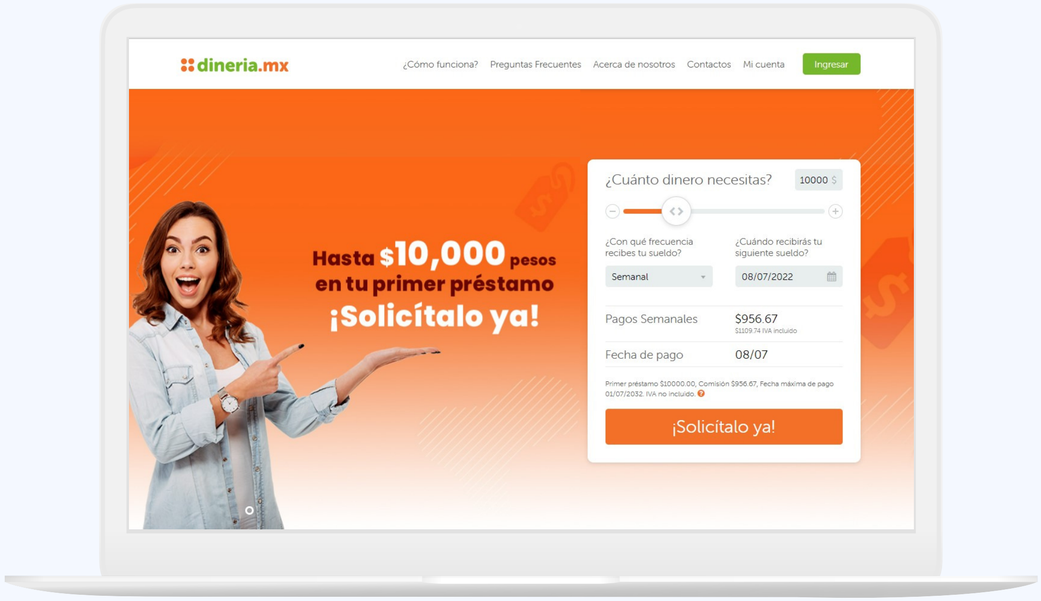
Case Study

belvo. | dineria.mx

dineria.mx + Belvo

dineria.mx: making credit faster for all Mexicans





About dineria.mx

Service: Providing immediate loans online
Website: www.dineria.mx
Country: Mexico
Belvo product used: Banking

[dineria.mx](http://www.dineria.mx) is a company focused on providing loans for any customer segment that requires an immediate, effective credit solution just a couple of clicks away.

dineria.mx seeks to offer quick approval loans for people who have no credit history or who do not have access to financial services from banking institutions, but who have access to technology and are looking for a quick financing solution.

The company has a proprietary risk model that is characterised by being fast, with almost immediate user profiling and offering loans tailored to the financial reality of users.

It is part of the **Sun Finance Group**, which has an international presence. Mexico is the first Latin American country in which it is established, thanks to the evolution of the market, the levels of technological adoption and the regulation that favours innovation.The company's operation began in 2016 and has a team of more than 60 people.

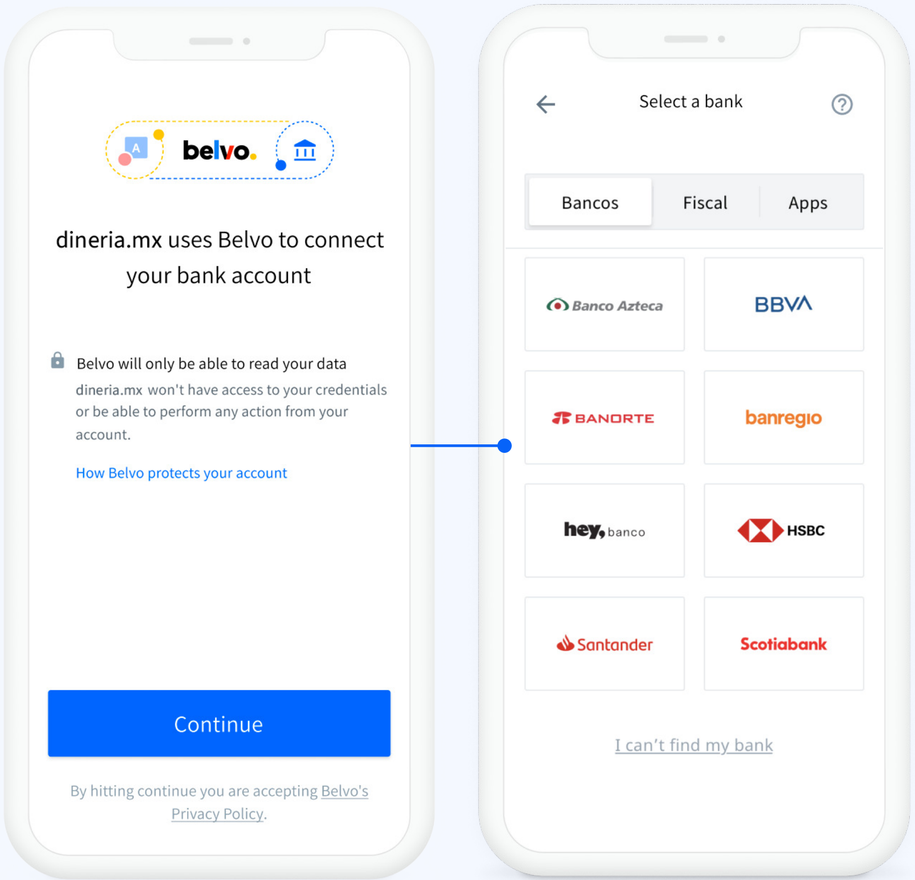
The challenge

As a lending company, the main challenge for **dineria.mx** is undoubtedly access to the information of consumers who enter their platform to apply for a loan. But for the company it has a special focus: they want to offer loans almost immediately and in most cases, users do not have the documentation at hand.

In addition to this, users are often unaware of the requirements they are asked to meet and what this information will be used for.

All of this contributes to the slowness of the process and makes it difficult for the company to meet its goal of providing credit quickly and efficiently.

Also, **dineria.mx** offers its services to users who are just starting to build a credit history, who have access to electronic banking but are not confident about sharing their credentials because of the high risks of fraud or identity theft that exist in Mexico.



The solution

Targeting an audience that has access to and makes constant use of technology, dineria.mx integrated **Belvo's Banking solution** into its risk models to access its potential customers' financial data **securely, quickly and reliably.**

With a single integration, the company now has enough financial information to optimize its entire process and make credit decisions much faster, as **the amount of documents required for credit approval is reduced.**

In addition, a user profile can be built much faster, as having access to the user's information (who previously gave permission) provides a general and reliable picture of the person's financial reality.

Thus, **credit offers can be tailored** to the real needs and capabilities of the applicant.

All this happens in a 100% secure and reliable digital environment, as Belvo **has the highest quality and security standards in the market**, necessary to provide confidence and peace of mind to users who allow access to their accounts.

dineria.mx is undoubtedly **at the forefront of the credit sector** by implementing new business models based on technology and data, but with people at the center. Now, more users can access a loan in a simple, transparent and fast way. Only open banking makes this possible.

Product highlights

Flexibility of information

The platform adapts to the needs of the risk models and provides them with useful and vital information for decision-making.

Synergies between teams to optimise the product

The Belvo team always offers the necessary support so that the product works in the best way and can provide a greater number of loans.

Support for the implementation of the platform

The Belvo team provides advice, technical assistance and best practices to maximise the use of its platform and to be more efficient with the data provided by the open banking solution.

Results

Increased conversion rates

20% of successful cases come through Belvo's open banking solution.

Process optimisation by reducing the number of requirements

With the extensive amount of data provided by Belvo, only minimal requirements are now needed to place loans.

Reduced approval times for end users

With immediate access to users' financial information, risk engines are fed in an agile manner, generating an appropriate profile in minutes.

Viviana Gómez
CEO and Country Manager at dineria.mx

“We have a very accurate user profile assessment because with Belvo we have the possibility to see everything first hand without having to wait for them to send us documents.”

belvo.

Do you also want to provide more and better loans for your clients?

Contact us and we will help you achieve it
hello@belvo.com