

Lessons of winning Bank CEOs on how to act in Pandemic

You can either Sink or Swim. Survival and prosperity is a choice – you can turn the ship around if you act now. Learn how.

When you look at the financial institutions overall in today's Rural markets, **many do not understand the gravity of the situation**. This Pandemic has changed the business rules forever.

It is not any more about who is physically closer to the client, in fact the branches are becoming a burden and a cost center.

Traditional banks and financing operators are shedding clients daily, their costs and non-performing loans are mounting. Good loan officer that were driving the business in the past are quitting in droves because their incentives did not materialize in 2020, looking for greener pastures. Everywhere you turn, you see financial institutions in trouble, stagnating, shrinking in size.

On the other hand, there are new opportunistic players in the market that don't seem bothered by the situation created by the Pandemic – quite the opposite. How do they do it? What is different about them? Can you learn from some of them?

You know that **you must change something**.

There is only one thing you can not allow yourself to do – wait and see.

Once you decide that you have to take control of the situation – we have experiences of the people that have done it. Find out the insights and takeaways in their stories.

What is common to most of these success stories is that they have found a partner. A reliable ally, that covers both their technical and business needs. A company they can rely on and trust for the things that are outside their expertise.

Focus on what you do best, partner for the rest.

Highly professional and reliable, an ideal partner with unlimited potential, Oradian is clearly the most efficient and cost-effective way forward for Rural Banks, Finance Companies, Micro Finance Institutions (MFIs) and other independent loan companies in this current economic climate.

Time and time again, Oradian has proved that with the adoption of its Instafin **flexible Cloud Core Banking system**, its clients have been able to **improve efficiency, increase output and streamline their operations**. This has resulted in **growth of these clients even during very challenging periods**, like the COVID-19 Pandemic. The beauty of Instafin is that it not only allows you to save time and money, but it also empowers you to expand outside your geographical boundaries and increase your profitability.

It is, simply put, an **investment in growth**. A calculated investment in the **future of your company**.

Instafin raises your business' ceiling, creating a new dimension of operational opportunities that easily outweighs its cost.

Instafin is a complete package, a one-stop solution. There are no hidden costs or additional charges – **One Subscription covers all of your yearly needs in terms of digitalization**. It doesn't matter how much you increase the size of your client base or the number of loans – we will actually do everything in our power to make you grow fast. Your annual One Subscription is calculated according to the business model you have at the time you take out the subscription.

But the technology is just one part of the equation – large part of the overall value is delivered through Oradian's **dedicated team of business experts** that will constantly provide you with immediately available support, not only in dealing with compliance, security and technical issues, but also in helping you customise Instafin's products to suit your particular business needs; and all of this, at no extra cost.

Imagine having a Business Advisory Board, made up of experienced bankers and fintech visionaries, people that have been there and got their hands dirty. Experts that have seen and implemented the **best use cases and business models across continents** – and **can advise you what and how to do in your specific case**. That advisory board is what you get as part of the One Subscription – in that respect the CBS technology actually comes - free of charge.

There is one crucial difference though, between an actual advisory board and the one that comes as part of the Oradian's included business advisory service – **you can call and get advice from Oradian at midnight** if you need it. Every day.

With Oradian, you get a long-term partner with considerable experience and a trusted track record to **guide you, advise you and support your business every step of the way**.

But please don't take our word for it. Working on two different continents, in the Philippines and in Kenya, these businessmen have reaped the benefits of partnering with Oradian and have remarkable stories to tell.

Several people have experienced the benefits of partnering for growth with Oradian. We bring you their stories – full of insights, advice and ready made business models, use cases you can deploy fast!

Let's have a look at their experiences in some more detail...

Ronaldo Recto is the former Director of the Zurich Finance Corporation (ZFC) and the current President of the Rural Bank of San Antonio. He first heard of Oradian, when the professor of his graduate business course at the Asian Institute of Management (AIM), invited an Oradian representative to talk to the students about microfinance and cloud technology. A few months later, Ron had become one of Zurich Finance's managing directors and was faced with the challenge of centralizing the corporation's loan operations.

Established in November 2017, this SEC registered financing company had partnered with a motorcycle dealership, the Venture Motorcycle Sales Corporation, and was providing that

company with financing and instalment options for its buyers, across its branches in provincial regions of The Philippines, and primarily in the South Luzon area. The problem Zurich Finance had was one of scale. They had reached the limit of what could be done with their existing core banking platform or perhaps better put their internal loans monitoring system. Everything was done manually, and accounts could only be monitored through Microsoft Excel spreadsheets, emails and phone calls.

“Of course, that’s a logistical nightmare. You can’t effectively manage all of those loans, just on Excel and we needed ways to kind of streamline that process.” As Ron puts it, this was when, *“Oradian started floating back into my memory.”*

The key to successfully running a financial institution over many different locations is consistency of operations. One of the biggest challenges Zurich Finance faced at this time was the actual enforcement of its loan policies. As its operations were decentralized, the interpretation of the loan policies offered to customers varied from location to location. While acknowledging that this approach did allow the repayment capabilities of customers to be catered for, there came a point when it was just too logistically challenging to keep on top of all the data, coming from all these different geographical areas. Ron realised that Oradian’s cloud banking system Instafin was the solution to this growing problem.

“I think one of the major improvements was the way that we could implement loan policies over a larger area because of the way that Instafin is designed.”

What Ron means is that the loan application procedure using Instafin is such that applicants had to complete certain mandatory fields, circumventing the option for local officers to offer tailor-made and unauthorized concessions.

After an evaluation period, Zurich Finance made the decision to partner with Oradian and became a user of its core banking software Instafin, its messaging service and its IFO Field Officer App service. Zurich Finance’s decision to adopt IFO and how that application was then customised for a specific purpose is a particularly interesting story, as it shows just how Oradian’s *customer success team* can help address the specific operational challenges your business faces.

Zurich Finance’s decision to adopt IFO was not a spur of the moment decision. It didn’t happen just like that. It was the result of ongoing discussion and communication with Oradian’s customer support staff, who were then able to pinpoint certain areas that they felt could be “vastly improved.” One such area concerned the disruption caused by lack of internet connectivity. Typhoons, floods and earthquakes are fairly frequent occurrences in The Philippines and cause unpredictable interruptions in internet provision, while some more remote areas either have no internet at all or very slow speeds due to intermittent and low bandwidth. Zurich Finance needed to find a way to continue its operations in such circumstances. The solution Oradian’s customer success team proposed was the IFO Field Officer App.

Originally designed for Micro Finance Institutions (MFIs), so that their field officers could work in remote areas without regular internet access, Oradian customised the IFO app to allow Zurich Finance’s credit investigators to validate information submitted by potential loan applicants. This was done by uploading a risk assessment sheet to the scorecard module of Instafin, that is also integrated within the IFO app. Credit investigators were then able to

prepare their risk assessments and take photographs of the client's assets in a remote offline location, knowing that as soon as their smart phones were reconnected to the internet, this information would be automatically uploaded to Instafin's core platform and processed by a credit assessment team in the corporation's head office. These automatic syncing procedures streamlined the workflow, greatly improving the day-to-day running of Zurich Finance's business and making it much quicker and easier to make accurate credit assessments.

“Apart from the service, which already in itself much better than what we used to have, the support towards growth is one of the things that convinced me personally that Oradian was a very good partner.”

Oradian's one cost subscription model is key in providing the framework for this kind of fruitful collaboration. Unlike its competitors, Oradian includes everything in its annual subscription fee. There are no hidden costs or additional charges, and you can opt out at any time. There is one price that is calculated according to your portfolio and the size of your user base, and that's it. For that price, Oradian's *customer success* staff are on hand to help you at every stage. They are there to help you and at no extra cost. This builds trust, confidence and a partnership with unlimited potential. Both sides are working towards the same strategic goals; their incentives are completely aligned. If the client grows, so does Oradian; if it fails, so do we. That's why the whole customer success journey is a core part of Oradian's product. We are not simply selling software; we're investing in your success and growth. We are proactive in helping you consider which products to use, how to scale up your network and how to improve the efficiency of your operations.

As Ron puts it, *“the totality of the Oradian and Instafin service is generally, in my opinion, more than the sum of its parts.”*

Ron is now the President of the Rural Bank of San Antonio (RBSA), which was founded 55 years ago. As a traditional rural bank, it has a more conservative approach than the Zurich Finance Corporation. It follows stricter protocols and is more closely regulated. When the central bank in The Philippines, the Bangko Sentral ng Pilipinas (BSP) launched the initiative to encourage rural banks to digitalize in 2013, RBSA seriously considered this path forward. Although there was interest in partnering with Oradian, even while Ron was still at Zurich Finance, due to regulatory hurdles and the special provisions afforded to borrowers under the Bayanihan Act, this partnership hasn't been able to officially begin until now. Ron's previous experience with Oradian will clearly be invaluable in showing RBSA how to invest in growth, streamline its operations and expand its customer base.