

CUSTOMER SPOTLIGHT: AUTO FINANCE

# Platinum Auto Finance Slashes its Time to Funding by 80% with Lightico

## Background

Platinum is a regional auto lender handling hundreds of deals a month via dealerships and servicing thousands of existing customers directly. Platinum needs to collect missing steps, signatures and driver's licenses from customers to fund new loans. They also need to collect ACH, deferment and third-party authorization forms and signatures from existing customers to service them efficiently.

## Challenge

Platinum relied on outdated processes like snail mail, email, faxes, printers and scanners to collect the required forms, signatures and steps. This was slow and inconvenient for dealers and customers, taking a week to fund loans and service customers. This hurt Platinum's reputation and performance. To remain competitive, the firm needed a solution to simplify service and speed up deal processes.



**80% Faster  
Time to Funding**



**Deal Time  
Cut By 4 Days**



“ Since implementing Lightico's solution, Platinum's deal time has been slashed by 4 days and has enabled the services teams to be more efficient, resolving all customer requests immediately, so we can live up to our core value of putting customers first. ”



Armando Hidalgo,  
Director of Servicing  
Platinum Auto Finance

## Solution

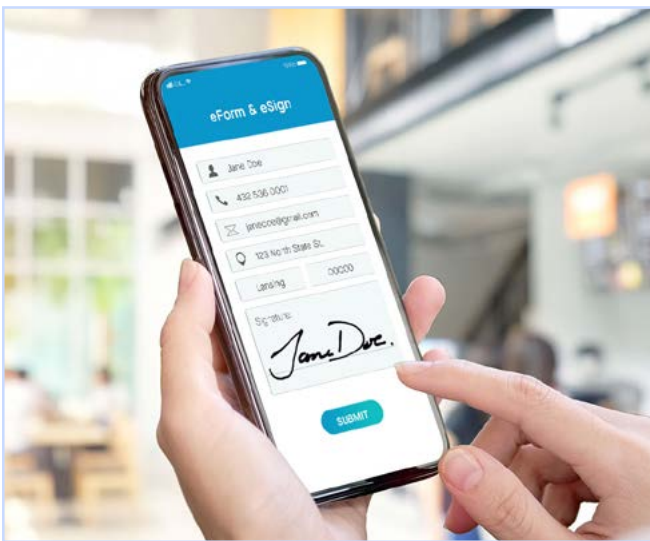
Platinum implemented Lightico's platform for digital customer interactions, which enabled their reps to instantly collect slips, forms, signatures and share documents via a simple text message on the customer's mobile phone.

Using Lightico's intuitive interface, customers upload photos of their utility bills and driver's license as easily as taking a selfie. Lightico converted clunky paper forms into easily-fillable mobile forms which can be signed on the spot with a simple finger swipe.

Since adopting the technology, reps no longer have to spend their valuable time chasing missing slips and reworking incorrectly completed forms. As a result, time to funding has been reduced from a week to a day and customer servicing is much more efficient.

## Key Results

Thanks to Lightico, Platinum can now fund customers within a day and service existing customers instantly, without directing them to scan, print and fax documents and forms. Platinum's customers are happy, dealers love working with Platinum.



**Accelerate Time  
to Funding with  
Lightico**

**REQUEST DEMO**

### About Lightico

Lightico's next generation platform for digital customer interactions empowers your agents to collect forms, documents, e-signatures, photos, consent to disclosures and to verify ID instantly while they have customers on the phone.

By simplifying customer interactions in the last mile of the customer journey, businesses make it easier for their customers to be their customers, earning their trust and loyalty, translating to higher profits.

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