

Data Delivers

Smarter Lending,
Stronger Relationships,
Sustainable Growth

Introduction

Digital transformation remains a top priority for financial institutions, but this year, improving data and analytics capabilities—and leveraging insights—has taken the lead, pushing digital transformation itself to third place.

So, what's driving this shift?

More and more financial institutions are recognizing that true digital transformation can't happen without a strong data strategy at its core.

But how are these two connected?

That's *exactly* what we're here to explore.



The Connection of Data + Technology

One major focus for financial institutions this year is lending technology. A staggering [90% of FIs](#) plan to upgrade their digital lending technology. But while adopting new tools is a big move, it's just the beginning. Without the right data strategy, even the most advanced tech can fall flat.

Why? Because data gives your technology direction. It provides context, surfaces opportunity, and helps you adapt your strategy in real time. **Without it, automation is just... automation.**

The most effective digital lending platforms don't just process loans—they deepen engagement, build trust, and help turn customers into loyal advocates. And an [Accenture](#) report reveals that financial institutions with higher customer advocacy **grow their revenues 1.7 times faster** than their competitors.



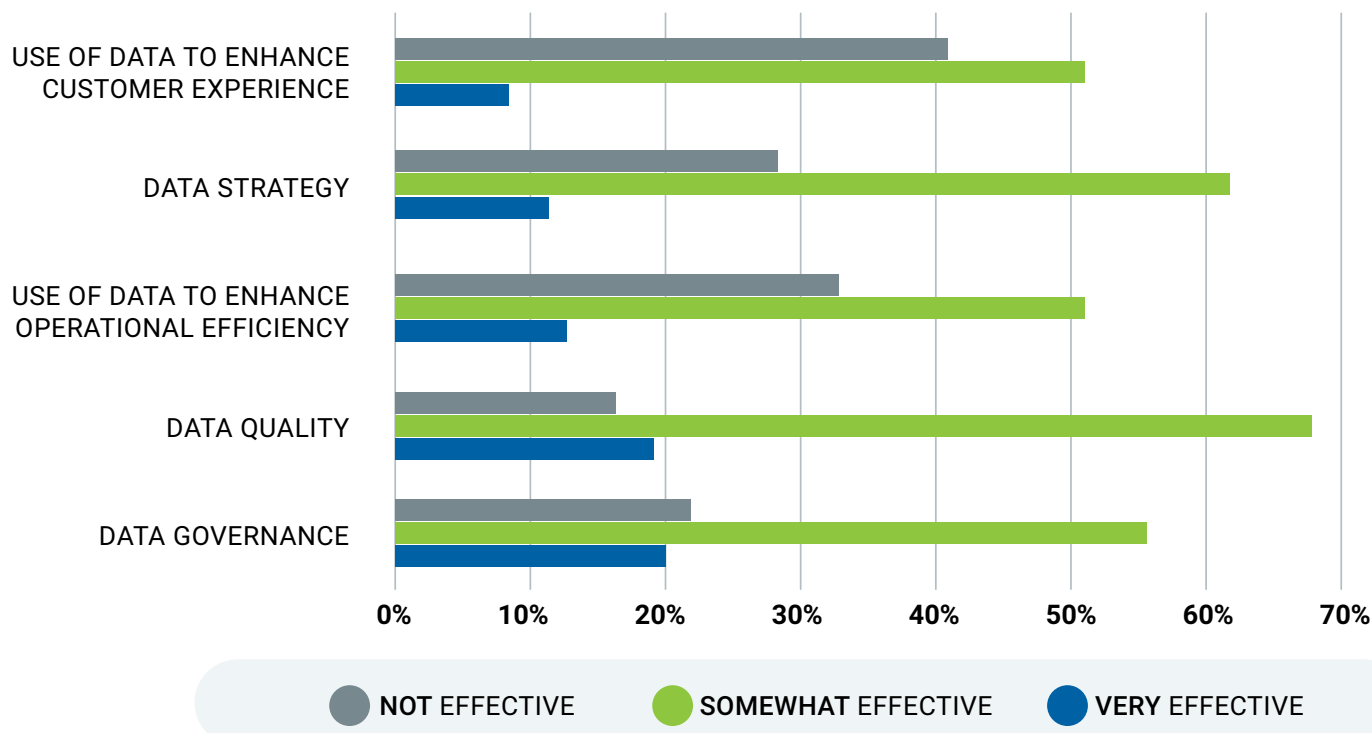
90% of FIs plan to **upgrade** their lending tech



Organizations with mature data practices are 3x more **successful**

Source: [Vox, For Peak Business Performance](#)

Data Effectiveness: Where Does Your Institution Stand?



Source: [Cornerstone Advisors, Improving Your Financial Institution's Data IQ](#)

Key Metrics Driving Data-Driven Excellence

Key Performance Indicators (KPIs) are essential data points for measuring, improving, and optimizing performance across your operation. These quantifiable metrics provide a clear and objective way to measure progress and determine how effectively you're achieving your desired goal.

So, let's look at **three KPIs** that can help you enhance your lending operation.

1 Approve-To-Fund Rate

It's not just a statistic, it's a gauge of your institution's efficiency in converting approved loans into funded ones. This allows you to identify how many of the currently approved loans have yet to be funded.

Why is this essential? A high ratio of unconverted approved loans may indicate inefficiencies in your lending process. This inefficiency not only delays the satisfaction of your customers but also poses financial risks. By tracking and improving this ratio, you can accelerate loan funding, reduce bottlenecks, and enhance operational efficiency.



Funding That Happens in ***Minutes, Not Days***

With MeridianLink, Bangor Savings Bank reduced home equity closing times by 65%, allowing customers to access funds in minutes instead of days.

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Key Metrics Driving Data-Driven Excellence **Cont'd**

2 Processing Times

This goes beyond a simple snapshot of your operations. Diving into dynamic trends and performance indicators hidden within your data can help you comprehend results and anomalies in your lending process, and efficiently locate bottlenecks.

This grants you the power to make swift adjustments with substantial impacts.

“Our biggest pain point was processing times. The addition of MeridianLink Insight allowed us to shift from reactive to real-time management of the loan origination process by shortening the window between seeing results and acting on results.”

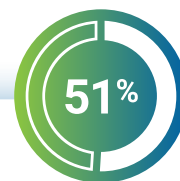
— FedChoice Federal Credit Union

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3 Instant Decision, Approval, & Decline Rates

Understanding these metrics means you can make informed decisions and fine-tune risk assessments to better protect your FI while also fostering a consumer experience that aligns with today's fast-paced, on-demand expectations.



51% Increase in Automated Approvals

With MeridianLink's Advanced Decisioning Engine, Space Coast Credit Union can customize conditions aligned with member profiles, enabling faster, more tailored decisions while maintaining control over the process.

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Empowering Your Digital Lending Journey Together

Imagine having the data intelligence and technology you need, all in one place, so that you could better understand your consumers, personalize their experience, streamline your processes, and continuously measure the impact on your institution.

With MeridianLink®, you can.

With over 25 years of helping our customers succeed, MeridianLink® understands the pivotal role of data in your digital transformation journey. And we also understand that accessing comprehensive data in a streamlined manner can be quite a challenge.

That's why we intentionally designed our **full-suite digital lending** platform to be centered around **data-driven workflows**. This approach has helped our customers not only achieve remarkable results but also **quantifiably report their successes**, including:



✓ Higher Automated Approvals

Faster, smarter decisions tailored to each borrower, making lending smoother and more efficient for everyone involved.

✓ Accelerated Growth

Scaling your lending operations quickly and confidently to serve more consumers without sacrificing quality or control.

✓ Streamlined Account Opening

Simplifying the onboarding process to keep prospects engaged and reduce drop-off, enhancing the overall consumer experience.

✓ Improved Approval-to-Fund Ratios

Turning approvals into funded loans more effectively, strengthening your portfolio and your bottom line.

Let's
connect!

We don't just provide technology—we deliver a partnership grounded in data and continuous optimization that helps you move faster, reduce risk, and create exceptional experiences that keep consumers coming back.

SCHEDULE DEMO