

Objectives



- In order to strengthen the strategic competitive position of the "Sparkassen Finanzgruppe", the customer intended to develop a competitive and new automobile loan product for the sales channels automobile retail and savings banks.
- The objective was to expand the customer base and market shares in the automotive credit business.
- As a basis for the product to be developed, a comprehensive benchmark study of the German automobile credit market was conducted.

Project Scope

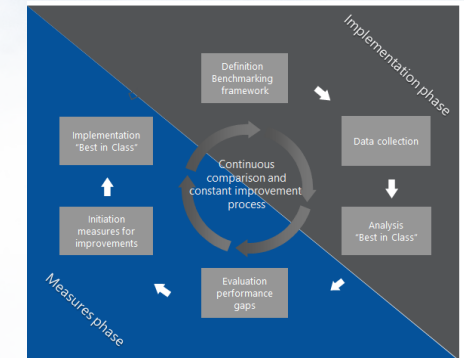


- Project Management
- Products (loans, balloon financing, 3-way financing)
- Processes (from configuration to remarketing)
- Competitors (11 captive banks, 7 retail banks, 3 commercial banks, 3 other)
- Sales channels (dealer, branch, online)
- IT support
- Pricing
- Commission models
- Contract design / collaterals

Industry



- Automotive Finance
- Loans
- German Non Captive



Outcome / Benefit



- Comparison of competitor's products, processes, sales channels, pricing models, IT support, commission models and contract design/collaterals
- Recommendation for a customer specific and competitive new automobile loan product
- Creation of a development plan for the new product