

New
Day

Credit Platform

From legacy to limitless:

NewDay's vision for Creditopia

Welcome to Creditopia. It's our vision for a world where consumer credit is transformed for you and your customers. Where you'll find a credit platform with a difference – simple, scalable and seamless – that sets the scene for a new future of credit. And where you can drive increased spend, boost efficiencies, and cultivate customer satisfaction.

The NewDay Credit Platform is born from credit and built for what's next: modern lending.

Think it sounds too good to be true? Think again.

This is our our blueprint for building Creditopia. Find out why the NewDay Credit Platform is the place for next-generation credit experiences.



Facing challenges *to find a better place to grow*

It's a less-than-perfect world out there. Platforms are outdated, risk is mismanaged, and slow vendors keep features a quarterly release cycle away from customers. You need to find a way through the inflexible architectures, siloes of data and high-friction experiences. You need to find a place where you can grow. To do that, you first need to confront the realities defining the current credit landscape:

Risk

Lenders need a more connected view of consumer behaviour to manage risk with confidence – something only modern, intelligent platforms can truly deliver.

Regulation

With regulation and consumer expectations constantly evolving, you need a platform which doesn't stand still.

Data

Is your data driving insights and action, or are you doomed to languish in dysfunctional siloes?

Legacy

Time is up for mainframe systems – credit providers need to bite the bullet and invest in native cloud architecture to transport them to a place where lending flows.

Speed

Credit decisions, bespoke offers, risk-based pricing – are only possible with a system which is truly real time.

Expectations

Today's Consumers don't want to be constrained by the broken world of lending's past. See lending through their eyes and see Creditopia.

60%
of consumers
shop around for credit
and 1 in 3 would switch
for a better rate*

The NewDay Credit Platform: *a credit platform with a difference*

It's time to leave the old consumer credit world behind. The delays, inefficiencies, and looming platform obsolescence. Step in, why don't you, to a world NewDay has created. Creditopia is for us, for you, and for tomorrow's customers.

As one of the UK's largest credit providers, NewDay issues one in five credit accounts. But there's much more to us than lending. We built our technology to accelerate NewDay to our market-leading cost-income ratio, underpinning our success, enabling us to grow and meet changing consumer demands for the last 20 years. We offer this same technology

to enterprise lenders. An end-to-end solution covering Acquisition, Core Credit processing, Servicing, Collections and Data – a world where every capability you need to scale your credit business is catered for.

The NewDay Credit Platform is a game-changer. It's built to solve the same problems you currently face as a lender and technology user. A platform that enables customer growth through great experiences, replaces disintermediated systems with simplicity, and improves cost efficiencies and employee satisfaction. Powerful in every way...

Today's consumers want more from their credit products – faster access to credit, easier management, more personalised experiences and greater transparency. Legacy systems aren't natively cloud-based or API-enabled, meaning they can't keep up with these demands.



Credit Platform capabilities

Give your customers a taste of frictionless, future-ready credit. The Digital Customer Platform is the engine that makes the workings of seamless experiences – well, seamless. It combines:

Digital Customer Acquisition

Where potential becomes momentum

An end-to-end product covering customer journeys and agent tooling – bringing speed to customer acquisition at scale with pre-integrated data sources and machine learning.

Digital Customer Self-Servicing

Ignite journeys that begin with trust

Minimises cost by putting the power of control at consumers' fingertips – you are digital by default.

Unified Agent Platform

Turn curiosity into commitment

Simplifies your operations with a single, no-code interface for all servicing and customer management needs.

Core Credit Platform

Create a land where the lights never go out

Powers your business with a credit platform that's always on, always improving and in the cloud. With authorisations, settlement, configurable offers, and instalment lending all covered.

Data Platform

Illuminate insight to drive spend and profitability

Brings together consumer credit needs underpinned by the bespoke Credit Data Model. It's the glue which turns unstructured data into insight – powering personalised experiences and boosting profitability.

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Leave legacy experiences
to the incumbents.

Step into Creditopia.

Get in touch with us at platform@newday.co.uk
for the full insight report - and discover how
NewDay can help you turn market challenges
into opportunity.

