

# Case study: GMAC-RFC

Experian helps GMAC-RFC to make real-time decisions on mortgage applications



## Client

GMAC-RFC offers 'Mortgages for Everyone' – from Mainstream to Buy to Let, Self-Certification and Non-Conforming, for borrowers who have experienced credit difficulties. The company was formed in 1998 in the UK and in 2006, GMAC-RFC completed £12.1 billion in mortgage loans.

Unlike many mortgage lenders, the company does not have high street branches and does not deal direct with consumers. The product range is made available via Mortgage Advisors who are authorised and regulated by the Financial Services Authority.



## Challenge

GMAC-RFC knew it was imperative to make accurate lending decisions, especially with the current economic uncertainties. These decisions needed to be made as timely as possible and this meant that the majority of customer applications needed to be processed online, without relying on paper-based proofs of identity.

## Solution

Experian provides credit bureau information, identity authentication and anti-money laundering services. This allows GMAC-RFC to process applications on its own front-end systems, while using Experian's data and decision-making technology behind the scenes.

## Results

Experian's technology allows GMAC-RFC to make real-time decisions on mortgage applications, resulting in an instant response for its customers and prospects. The data returned by Experian provides a seamless authentication process for GMAC-RFC. This saves time by removing the need for dual keying of data and eliminating the need for paper copies of identification, in the majority of cases.

"Having the data available instantaneously is key to our online service proposition. Experian's technology helps us analyse customer information in an in-depth yet efficient way and ensures we make responsible decisions."  
David Botting, Operations Managing Director. GMAC-RFC

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