48% Faster Credit Approvals: Streamlining Dealer App for Car Auction Platform

eurekalabs

The financing arm of a leading car auction company was struggling with a **slow, manual dealer onboarding process that led to inefficiencies and delays in credit approvals.** We developed a digital app that automates key tasks and integrates essential systems, resulting in a **48% reduction in credit approval time** and a **23% decrease in application completion time.**

About our Growth Partner

Our Growth Partner, the financial services division of a major car auction company, empowers dealers with flexible, transparent financial solutions for car auction purchases, including floorplan financing and convenient online management of credit and payments through an online portal.

The Challenge

Our Growth Partner's dealer onboarding process was hindered by outdated, manual workflows. Prospective clients faced long, error-prone forms sent via email, leading to version control issues, back-and-forth communications, and frequent delays. **Internally, sales teams had to manually enter data into Salesforce**—another bottleneck.

These inefficiencies slowed down credit approvals, reduced conversion rates, and held back growth. **Our Growth Partner needed a streamlined, scalable solution to accelerate onboarding and improve the customer experience.**

The Solution

We created a fully digital onboarding application that changed the game for our Growth Partner. Key features included:

Pre-filled fields

An intuitive online form with pre-filled fields, minimizing friction and reducing submission errors.

Salesforce automation

Seamless data capture and auto-sync with Salesforce eliminated manual input and ensured data accuracy.
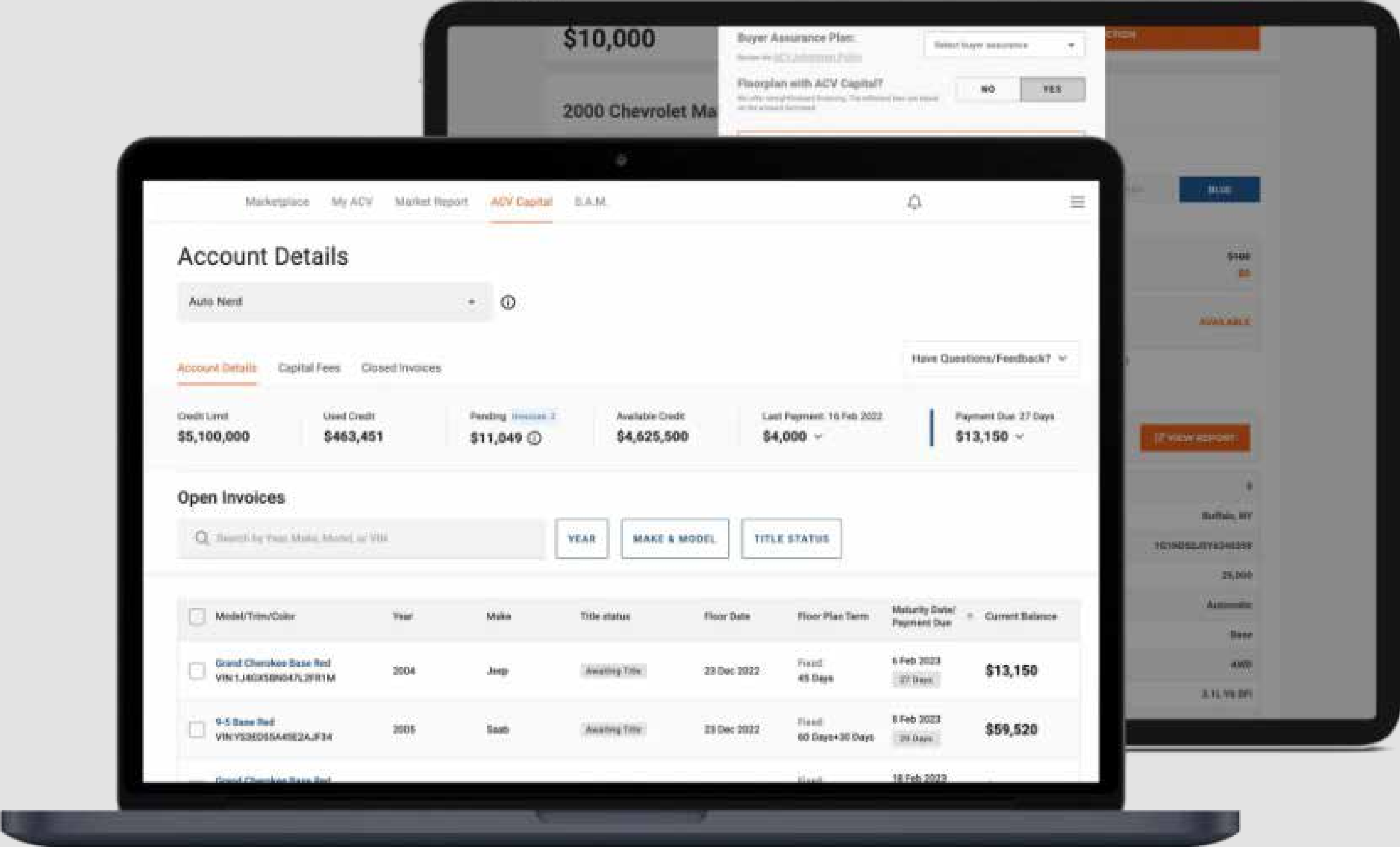
Instant underwriting system

Automated review and validation of submitted applications accelerated the credit approval process.

Dealer-focused onboarding experience

Added onboarding features like default payment setup, guided tours, and FAQs for a seamless first-time experience.

Real-time notifications

Automated updates kept dealers informed at every step—no need for manual follow-up.

Powerful
Tech Stack

Backend

Testing automation

Frontend

Leveraging seamless Salesforce integration, real-time validation systems, and intuitive UX design, we built a digital-first experience that reduces delays, eliminates manual input, and scales effortlessly with growing demand.

The Results

| 48% | decrease in approval time |

| 23% | less time to complete dealer applications |

| EXPONENTIAL GROWTH | in new credit lines |

Key Takeaway

Streamlining complex processes goes beyond simple automation—it requires an integrated, thoughtful system that prioritizes efficiency and user experience.

Ready to Build a Smart Partnership?

We're more than a vendor—we're your potential Growth Partner.
Let's clear your backlog!

Let's talk