



Seamlessly Digitizing Lending: Housing Bank's Partnership with Bluering

Discover how Bluering and Housing Bank digitized corporate banking by automating credit workflows, reducing loan processing times, and enhancing efficiency—earning them the prestigious IBSi Global FinTech Innovation Award.

IBS Intelligence

• • • • •

Housing Bank, headquartered in Amman, Jordan, is a leading banking and financial services provider in the region. Established in 1973, Housing Bank has grown significantly, offering a wide range of financial solutions tailored to individuals, businesses, and corporations. The bank has mobilized substantial deposits and boasts a strong portfolio of loans and advances, reinforcing its position as a key player in the regional banking sector.

Housing Bank aimed to enhance its corporate credit application process, addressing challenges such as delays, fragmented tracking, and secure documentation. To achieve these objectives, Housing Bank selected Bluering, a Beirut-based fintech leader specializing in digital credit automation with over a decade of experience. Serving the MENA region, Bluering delivers tailored solutions that streamline credit processes and workflows, enhance efficiency, and drive digital transformation for banks and lending institutions.

Bluering was chosen after a rigorous evaluation process involving multiple vendors. The selection criteria included the ability to align with Housing Bank's specific operational needs, a proven track record of successful implementations in similar institutions, and strong technical capabilities. Bluering stood out due to its advanced automation features, robust integration capabilities, and a client-focused approach demonstrated through in-depth discovery sessions. This collaborative engagement ensured that Bluering's solution would seamlessly adapt to Housing Bank's existing workflows while addressing inefficiencies and enhancing overall productivity.

With the adoption of Bluering's Commercial Digital Lending solution, Housing Bank is empowering its credit application process, achieving greater efficiency, streamlined operations, and an improved experience for both the bank and its corporate and MSME clients.

Project Overview

Housing Bank faced several challenges in its corporate credit application process, including:

- **Manual and Time-Consuming Workflows:** Reliance on paper-based and semi-automated processes led to delays and bottlenecks.
- **Fragmented Data Management:** Need for centralized visibility into credit applications and customer performance tracking.
- **Compliance and Risk Assessment Constraints:** Difficulty in ensuring regulatory compliance due to limited automation and inconsistent data management.
- **Operational Challenges:** High dependency on manual approvals, increasing processing time and workload.

To address these challenges, Housing Bank sought a comprehensive digital lending platform to streamline credit operations and enhance decision-making capabilities.

Solution Overview

Bluering introduced its Commercial Digital Lending Solution, designed to fully automate Housing Bank's corporate credit workflow. The key features included:

- **End-to-End Credit Workflow Automation:** Standardized processes to improve efficiency and reduce errors.
- **Centralized Data Management:** A unified system to track all credit applications, customer performance, and real-time financial balances.
- **Regulatory Compliance Integration:** Enhanced monitoring and reporting tools to align with banking regulations.
- **User-Friendly Digital Interface:** A seamless, intuitive platform for both credit officers and relationship managers.
- **Advanced Security & Access Control:** Ensuring data confidentiality and controlled authorization across departments.

Through a structured, phased implementation, Bluering customized the platform to Housing Bank's specific needs, ensuring a seamless transition from legacy processes.

Benefits Achieved

The implementation of Bluering's digital lending platform led to significant improvements in Housing Bank's corporate banking operations:

- **Turnaround Times Reduced:** Faster loan processing and approvals, improving customer satisfaction.
- **Streamlined Workflows:** Elimination of redundant manual tasks through automation.
- **Enhanced Compliance & Risk Management:** Standardized processes and real-time monitoring ensured better regulatory adherence.
- **Improved Decision-Making:** Centralized client data provided greater visibility, leading to more informed credit decisions.
- **Operational Efficiency Boost:** Increased productivity and reduced workload for credit officers.

These enhancements positioned Housing Bank as a leader in corporate banking innovation, reinforcing its commitment to digital transformation.

Conclusion

Bluering's collaboration with Housing Bank successfully modernized corporate credit processing, setting a new benchmark for efficiency, automation, and compliance. Despite challenges in transitioning from legacy workflows, Bluering's tailored approach, rigorous testing, and comprehensive training ensured seamless implementation.

The award-winning solution not only addressed Housing Bank's immediate operational needs but also established a scalable framework for future innovation. As the financial industry continues its digital evolution, Bluering remains at the forefront, delivering cutting-edge lending solutions that empower banks to drive transformation and sustainable growth.

Quick Facts

Supplier: Bluering

Website: www.bluering.com

Client: Housing Bank for Trade and Finance

Solution: Bluering Commercial Solution

Timeline: Go live in H2 2023

