



How SmartBiz can  
help banks tap into  
the lucrative small  
business loan market

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There's no way around it: Banks that don't offer their business customers access to small-dollar loans miss out on the benefits of serving this market, including opportunities to acquire new customers every year. For banks that may face time or staffing constraints to service these types of loans, this can mean less opportunity to serve small business customers. That's why some banks have turned to technology partners like SmartBiz to help grow their small business lending programs while effectively managing limited resources.

SmartBiz can help banks bring in small-dollar loan revenue more efficiently, while effectively managing internal operations and resources. Banks can partner with existing operations, by bringing together the best elements of AI technology and live customer service to help enhance the small business application process from start to finish.

Here's how SmartBiz's AI-powered, human-bolstered approach can help you manage the burden on your staff, while supporting a frictionless journey for your small business customers, and helping you realize more revenue from small-dollar small business loans:

## 1. SmartBiz offers end-to-end service

Many Lending as a Service (LaaS) platforms out there handle only one portion of the small business loan application process. SmartBiz can help banks enhance their services with a broader spectrum of support. Application processing, underwriting, document storage, customer service, and more are parts of SmartBiz's lending services platform. Banks partnering with SmartBiz can leverage these advantages - to help free up valuable time, staff, and resources.

## 2. SmartBiz blends artificial intelligence and human components

SmartBiz helps banks automate aspects of the loan application process to rely less on tedious manual tasks. The solution offers automated processing and underwriting tools so your team can focus precious time and money on key tasks, resulting in a more streamlined application process, less human error, and top-notch customer service.

Technology can help banks to expedite the small business lending process, but having actual people available to answer questions and guide the process sets SmartBiz apart. After all, your customers don't want to talk to a computer. If they have questions about their financing, they want access to a knowledgeable, experienced person. Select SmartBiz personnel are available to offer an efficient and engaged borrower experience. Our dedicated team is available to support your staff and your customers, depending on your needs.

## 3. SmartBiz provides digital access to a wide array of loan products

SmartBiz can be the digital front-end for several types of small business loans. Unlike the crop of alternative online lenders that offer solely rapid-turnaround loans with exorbitant APRs, SmartBiz helps your borrowers find their best options for financing.

As a result, when you partner with SmartBiz to expand and expedite your loan processing, you can help more of your customers meet their funding needs and create opportunities for a new, potential revenue stream for your institution.

## 5. SmartBiz offers group and individual training

SmartBiz's technology is easy to use, but even hassle-free tech makes more sense with personal help. That's why SmartBiz has group and individual training sessions available to all of its partners.

Prior to your launch, SmartBiz's dedicated bank success team will schedule group onboarding sessions for all of your small business facing employees. That way, you and your team can learn about how SmartBiz works with your bank. You'll also learn basic requirements for types of funding available and how borrowers can submit loan applications.

## 6. SmartBiz can help with lead generation

Once your bank chooses to partner with SmartBiz, you'll get a unique URL and co-branded application page for loans through SmartBiz. You can send this page to customers to facilitate your loan application process, converting potential borrowers into customers.

# Break into the small-dollar loan market with SmartBiz

With SmartBiz's end-to-end small business financing platform, you can streamline your bank's lending application process to help your bank offer more loans more efficiently. You'll have help available from dedicated representatives as you launch and afterward.

Learn more about how SmartBiz can help you provide a best-in-class small business lending experience while boosting your bottom line. Schedule a consultation with us and create opportunities to capture the small-dollar loan revenue you've missed out on for too long.