



Use CAPS for Easy Application Processing

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In past issues, we've discussed the importance of selecting credit-worthy customers and measuring their profitability. Once you've determined the "who and how" of your marketing plan, you must be prepared to handle their credit card applications. CAPITAL's Application Processing System (CAPS) caters to your unique credit policies. It was developed in an a la carte format to allow our clients to design their own application processing flow. A team of experts from CAPITAL will assist you in mapping your credit policy to the system features.

Because the credit card application process is highly regulated, our CAPS system provides exceptional controls to manage applicant validation, fraud and OFAC reviews, debt-to-income requirements, adverse action notification, and ensures Regulation B timeliness.

Applicants can mail a paper application, use the Internet, or call with their information. All the information is immediately processed from credit bureau pull to the final decision. Any applications that require manual review are automatically queued and delivered to an agent. Applications that pass without a need for manual review can virtually be received and a new account submitted on the same day! Applicants can check on the status of their application through our Interactive Voice Response system.

CAPS also provides various methods of assigning initial credit lines, including utilizing credit bureau and application data and can include custom scoring models. CAPITAL can even assist in building your credit line assignment scoring model. An important part of retaining the newly booked customer is assigning a credit line that meets the customer's needs while minimizing your risk.

Throughout the application process, CAPS processes to your specifications, has compliance safeguards and will help you book accounts quickly and accurately.