



Case Study

# Credichapín

Promoting financial inclusion  
through fintech

# Credichapín

## CONTEXT

There are 1.7 billion unbanked adults in the world and in Latin America more than 70% of the population is underbanked or unbanked.

Such is the case in Guatemala where, according to the ENIF, more than 56% of the population unbanked. This, despite being one of the countries in Central America with the highest penetration of mobile phones (1.2 cell phones per person).

The contrast between high internet penetration and the level of extreme poverty make Guatemala an excellent candidate to promote financial inclusion through Fintech. These types of solutions are democratizing the access of financial products and services to vulnerable populations



## THE CHALLENGE

Credichapin is a guatemalan company with over 10 years of experience in the micro-finance industry. It has over 80 agencies and 800 employees across the country,

The company was created with the mission to foster the development of SMEs and entrepreneurs in Guatemala through affordable products and services such as micro-loans and micro-insurance.

After operating in the market for more than 10 years, the company positioned themselves as a key player in the Guatemalan micro-finance industry,

To keep their status as key player in the market, Credichapin was looking for a solution to:



**SIMPLIFY  
OPERATIONS**



**INCREASE  
SALES**



**REDUCE  
DEFAULTS**

# BOWPI

## SOLUTION

Bowpi is a Lending as a Service (LaaS)\* platform that offers an end-to-end platform for online lending.

This business model allows the client to configure the platform based on their needs. The client has the flexibility to choose the end-to-end process or a combination of modules

Operating on a digital and omnichannel platform reduces costs and improves user experience for the end user.

## BENEFICIOS



Aumenta tus ganancias por transacción



Acelera tu tiempo de procesamiento



Incrementa el pago de préstamos



Mejora la experiencia de tus clientes



## Results

Three years ago, Credichapin digitized their entire operation with Bowpi's LaaS platform. To this date, Credichapin has seen the following results on their operations:

**80%**

### SALES

Lower application processing time

**10%**

### PORTFOLIO

Increase of the loan portfolio

**70%**

### PRE-QUALIFICATION

Lowering data base processing time

**13%**

### DEFAULT RATE

Reduction in the default rate over the portfolio