Spinwheel

Delivering Real-Time Debt Intelligence Without Friction

PERSONAL LENDING

The Challenge

The existing processes for one online financial company that provides personal loans and fixed-rate home equity loans made it difficult to maintain a complete, real-time view of customer debt.

Information was often fragmented, heavily dependent on static credit signals, and required friction-heavy onboarding flows. As customer debt changed over time, data quickly became outdated — creating operational inefficiencies and limiting the lender's ability to respond in real time.

This reliance on credit report data alone also impacted customer qualification. In many cases, a credit report showed unsecured debt below the lender's eligibility threshold, preventing it from working with a customer — even when that customer actually carried significantly more debt across credit cards and other accounts.

At the same time, managing reliable connectivity across partners added complexity and ongoing maintenance. The lender needed a solution that could deliver accurate, continuously refreshed debt intelligence — without adding friction for customers or partners.

The Spinwheel Partnership

With Spinwheel, the lender gained a more unified and dynamic view of customer debt — one that does not rely on credit scores or credit reports alone and evolves as customer situations change.

By supplementing traditional credit data with real-time credit card balances, it can now more accurately calculate total unsecured debt at the moment of onboarding. In many cases, this reveals that customers who appeared ineligible based on credit report data alone actually qualify once real-time balances are included — expanding access to services and increasing overall customer reach.

Spinwheel enables the lender to:

- Capture a complete picture of customer debt in one place
- Qualify customers more accurately based on total unsecured debt
- Stay in sync with changes through ongoing data refreshes
- Reduce onboarding friction through passwordless, SMS-based connections
- Strengthen partner relationships through more reliable, network-level connectivity

The result is a debt experience that is easier for customers, more accurate for the lender, and more scalable across partners.

The Impact

By partnering with Spinwheel, the lender transformed debt data from a static input into a living source of insight — unlocking both operational efficiency and new growth opportunities.

With access to real-time balances, it can identify and serve customers who would have otherwise been excluded, helping more individuals access debt relief while increasing qualified customer volume.

Together, the lender and Spinwheel are enabling faster decisions, broader access to services, better customer experiences, and stronger outcomes across the debt lifecycle.

Products Used

- Spinwheel Connect (SMS)
- Spinwheel Connect Network Token
- Spinwheel Debt Profile
- Spinwheel Debt Profile Subscription
- Spinwheel Real-time Credit Card Balance