



Background on First Service Credit Union

First Service Credit Union opened their doors in 1977 and has ever since served the hard-working people of Houston with pride. Its employees are committed to helping their members and the surrounding community gain greater financial freedom by providing a simplified financial experience with a personal touch.

What did they hope to achieve by bringing on Zest?

First Service wanted portfolio growth and more consistency in their underwriting. They needed more automated and faster approvals without adding risk.

Products & market

AUTO LOANS

Market: Houston

Key Team Members

- DAVID BLEAZARD, CEO/PRESIDENT
- SONYA HARRIS, CHIEF LENDING OFFICER
- SCOTT SLATTERY, VP LENDING

Core Provider



ASSETS	TOTAL LOANS (#)	MEMBERS	BRANCHES	EMPLOYEES
\$855M	\$712M	68,500+	10	204

Objectives

First Service wanted a more robust lending model that could produce faster and more accurate decisions. They wanted to expand thin-file approvals without changing their business mix too much, and to be sure the new model and scores integrated seamlessly with their existing technology. They also needed a partner that would be there every step of the way with their AI lending implementation.

Challenge

Like most smaller financial institutions, First Service still had a largely manual underwriting process that was keeping them from hitting its loan growth targets. First Service was finding it hard to decision faster and with confidence in the middle credit tiers where credit bureau and FICO scores can't provide a complete picture. They knew AI could help with some of these challenges but they lacked data scientists.

Results

First Service worked with Zest AI to build and adopt a powerful AI auto loans model trained on 3 years of in-market loan data. They explored more than 12,000 credit variables to find 250 data points that provided a dramatically more accurate picture of applicants' creditworthiness. The model's accuracy outshines Vantage in the crucial (and more profitable) middle credit tiers. First Service is now achieving much higher automation rates compared to industry averages.

APPROVAL RATE INCREASE

23%

ORIGINATIONS INCREASE (EST.)

\$2.7M

NEW DECISIONING TIME

1-2 secs

CREDIT VARIABLES IN MODEL

~300