

## About Haydock Finance

Haydock Finance is a UK-based independent asset finance provider, specialising in tailored funding solutions for SMEs across various industries for over 40 years. With a commitment to flexible and responsive service, they support business growth through innovative financial solutions.

## Case Study

### Problem Statement

Haydock Finance, an award-winning asset finance specialist, needed a streamlined digital quoting solution for its introducer network. Introducers required a portal that allowed for essential calculation features, including reverse calculations, forcing less reliance on phone calls and emails for quotation requests. With no

way to store quotes, recalculation was required for returning customers, wasting time and increasing errors. Additionally, complying with the new finance commission disclosure ruling underscored the need for a compliant solution.

# Solution

Haydock Finance chose NETSOL's Transcend Marketplace, particularly Dock and Flex, to rapidly address introducers' requirements for features such as reverse calculations and branded quotation documents.

The logo for 'flex.' features the word 'flex.' in a lowercase, sans-serif font. The 'f' is purple, 'l' is black, 'e' is blue, and 'x' is green. A period follows the 'x'.

Flex allowed real-time quotes directly via the Haydock website, going live in half a day.

The logo for 'lane' features the word 'lane' in a lowercase, sans-serif font. The 'l' is purple, 'a' is blue, 'n' is green, and 'e' is black. To the right of the 'e' are three small, stacked blue circles.

Lane provided cloud and local data storage, enabling introducers to effortlessly save, retrieve, and update quotes.

The logo for 'dock' features the word 'dock' in a lowercase, sans-serif font. The 'd' is black, 'o' is black, 'c' is black, and 'k' is black. A vertical bar with a gradient from orange to red is positioned between the 'o' and 'c'.

Dock ensured professional, logo-branded quotation documents, fostering compliance with the finance commission disclosure ruling in under 36 hours.

NETSOL's swift development team delivered quick customisations, including introducer-specific screens, which minimised IT overhead and reduced manual errors. This integrated approach streamlined quoting workflows, eliminated phone-based quotes, and enhanced customer trust by simplifying business compliance efforts. The result was

a user-friendly platform that empowered Haydock's introducer network to deliver fast, accurate, efficient, on-brand, and fully compliant asset finance solutions. Implementation was completed within minutes for Lane and Dock, ensuring rapid deployment, immediate introducer utilisation and streamlined daily operations.

# Benefits

By adopting Transcend Marketplace, Haydock Finance gained tangible and immediate improvements in operational efficiency, introducer satisfaction, and overall service delivery.



Implementation in under half a day for Flex and minutes for Lane and Dock, minimising operational disruption.



Secure saving, retrieving, and updating of quotes through Lane's cloud-based functionality, supporting anytime access.



Comprehensive calculations (including reverse calculations), ensuring accurate, on-the-spot quotes for introducers.



Swift development of introducer-specific features, removing manual errors and cutting IT overhead.



Professional and Haydock branded documentation via Dock, boosting client engagement and trust.



Compliance with finance commission disclosure requirements in under 36 hours, reinforcing regulatory alignment.



*With the recent commission high court ruling, we needed to urgently implement a new process to issue a new commission disclosure document in a way that minimised disruption to the customer journey. NETSOL stepped up and delivered an automated solution within just 36 hours through their Flex and Dock apps, which helped make us fully compliant and ensured we maintained a smooth and consistent service. NETSOL's response times were very quick. I'd absolutely recommend both Transcend Marketplace and NETSOL. The product is brilliant. It works fantastically well and NETSOL have been a joy to work with – responsive to our needs and they quickly made any changes that we required.*



**Mike Boyes**

Head of Vendor Sales, Haydock Finance

Contact our experts today and learn how we can transform your business.