

## **VeriPark Partners with Afin Bank to Revolutionise Banking for Africans living and working in the UK**

**November 4, 2024, London, UK** – VeriPark, a global leader in financial technology solutions, has partnered with Afin Bank, a new digital bank dedicated to supporting one of the UK's most under-served yet vital and growing communities: people from Africa living and working in the UK.

Afin Bank is committed to delivering an effortless customer experience, with a deep understanding of its primary demographic—people from Africa who have moved to the UK to live and work here. The bank will initially offer mortgages tailored to meet the needs of Africans who find it difficult to get a mortgage because of their nationality, visa status or lack of credit history in the UK.

Afin Bank will also offer buy-to-let mortgages for African's living in the UK, as well as those based overseas looking to invest in the UK property market.

Afin Bank will also serve borrowers from the wider UK population who struggle to find a mortgage, such as high net worth, professionals and self-employed borrowers. In addition, Afin Bank will offer FSCS protected savings accounts to all UK savers.

To realise this vision, Afin Bank has selected VeriPark as its provider for Customer Engagement (CRM) and loan origination solutions, recognizing VeriPark's proven track record in successfully implementing Banking CRM and Loan Origination solutions built on Microsoft Dynamics 365. This partnership will enable Afin Bank to fully utilise Dynamics 365 and Microsoft Azure technologies, ensuring seamless, cloud-based project execution.

VeriPark will deliver several solution modules, including the VeriTouch Banking CRM, which offers a comprehensive view of the customer for retail financial services, complaints and service request management, sales and prospect management, and contact centre operations. Additionally, VeriPark will implement the VeriLoan Loan Origination System, with a particular focus on mortgages.

By leveraging VeriPark's expertise, Afin Bank aims to ensure the seamless implementation of VeriTouch and VeriLoan solutions, customised to its specific needs. This collaboration will significantly enhance Afin's ability to provide effortless and empowering banking experiences to its customers.

**Monica Velasquez, Chief Technology Officer (CTO) at Afin Bank**, stated: "Afin Bank is dedicated to empowering customers who have traditionally been overlooked by mainstream UK banks. We are excited to partner with VeriPark, leveraging their expertise in Microsoft Dynamics 365 and Azure technologies to develop innovative, customer-centric solutions.

"By integrating these powerful tools, we can create a seamless and intuitive banking experience that not only meets, but exceeds the expectations of our customers, helping them overcome the challenges they face in securing financial services."

"We are thrilled to be chosen as a strategic partner by Afin Bank. This partnership is a powerful validation of our cutting-edge customer engagement solutions and deep integration with Microsoft technologies. Together, we will equip Afin Bank to deliver a banking experience that is seamless, secure, and precisely aligned with the unique challenges and opportunities faced by their customers. We are confident that this collaboration will set new standards in customer-centric banking, empowering Afin Bank to make a



meaningful difference in the lives of those they serve," stated **Barry Frame, Chief Sales Officer (CSO) of VeriPark.**

**About VeriPark (<https://www.veripark.com>)**

VeriPark is a global solutions provider enabling financial institutions to become digital leaders with its Intelligent Customer Experience suite. With its main offices located in Canada, United Kingdom, Europe, Asia, Africa and the Middle East, VeriPark is helping businesses to enhance their customer acquisition, retention and cross-sell capabilities by providing proven, secure and scalable Customer Relationship Management, Omni-Channel Delivery, Branch Automation, Loan Origination and Next Best Action solutions. VeriPark works collaboratively with clients to develop innovative technology strategies and solutions, which reach millions of people every day, and bring the promise of digital transformation to life.

**About Afin Bank (<https://afinbank.com/>)**

Afin Bank is a new bank supporting one of the UK's most under-served but vital and growing communities; people from Africa living and working in the UK. People that are doing important jobs, contributing to society, creating wealth and opportunities.

Banking can be complex, so we're making it simple. Our mission is to cut out the complicated stuff to deliver simple products and service excellence to make banking effortless.

If you're planning to buy a home or grow your savings, Afin Bank is here for you to achieve your goals. We're here for you if you've moved to the UK and have a passport from certain countries, or if you live in certain countries and wish to invest in the UK property market. \*

We provide a simple and secure banking experience through our app to deliver real value that empowers you.

*\*Subject to acceptance criteria and ID requirements*

**For Additional Information:**

About VeriPark: Visit <https://www.veripark.com> or get in touch via [info@veripark.com](mailto:info@veripark.com)

About Afin: Visit <https://afinbank.com/>.

**Press Contact VeriPark**

Temmuz Öykü Topal, Marketing Manager

[oyku.topal@veripark.com](mailto:oyku.topal@veripark.com)

Banu Adiyaman-Caliskan, Sr. Content Marketing Specialist

[banu.adiyaman@veripark.com](mailto:banu.adiyaman@veripark.com)

**Press Contact Afin**

Paul Beadle, Communications Consultant

[paul.beadle@afinbank.com](mailto:paul.beadle@afinbank.com)

**Mbl 07801 105001**