



## **HBOS strengthens personal loans pricing with Nomis Solutions**

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**By Staff Writer**

**HBOS, a major European bank, has renewed its license with Nomis Solutions, a company engaged in pricing optimization for banking and finance, for the Nomis Price Optimizer.**

The hosted solution, used by HBOS' pricing managers to optimize the prices of consumer loan originations, provides a pricing framework that precisely prices loans for specific segments to achieve business objectives, financial performance goals, and portfolio mix targets.

HBOS said that this allows its pricing managers to tailor pricing strategies for specific segments. Additionally, the Nomis Price Optimizer supplemented HBOS pricing processes with a more disciplined, consistent, and efficient pricing process that provides transparency and supports regulatory requirements.

Alex Park, senior manager of pricing for unsecured personal loans at HBOS, said: "Since working with Nomis Solutions our pricing team has achieved both strategic and operational benefits. We continue to gain insights about our customers and our product performance, which we've used to advance our pricing practices and process."

Ian Pollard, head of sales for Nomis Solutions Europe, added: "As one of Nomis Solutions' first customers, HBOS has been instrumental in helping us advance our solution and our delivery process. HBOS has benefited from being an early adopter of pricing optimization. We are pleased that HBOS continues to generate value from the solution and our relationship."

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