



Case Study:

# Consent, clarity, and speed

How Open Banking and  
consumer digital journeys are  
reshaping mortgage lending  
at Leeds Building Society



**Leeds Building Society**



# Partnering to drive automation and digital mortgage journeys

We work hard to help lenders integrate digital mortgage journeys to drive automation, speed up decisions, and support financial inclusion-giving consumers more control and support.

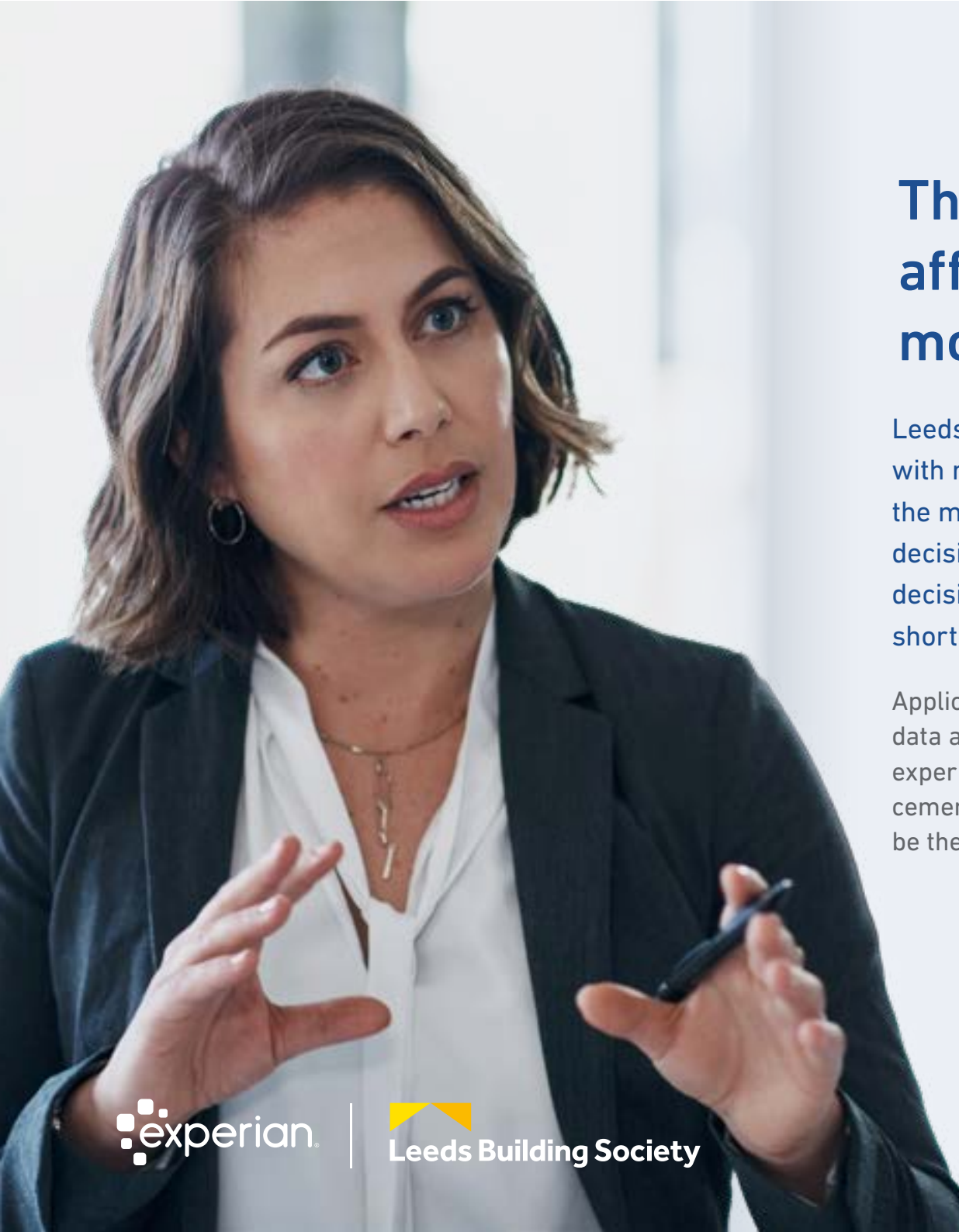
Since 1875, Leeds Building Society has focused on putting homeownership within reach of more people, especially for first-time buyers. Recently, it began a digital transformation to streamline mortgage applications and improve credit decisioning using new data sources.

Central to this is Leeds Building Society's partnership with Experian, further evolving the automation in the mortgage landscape through the integration of Experian's Open Banking Service, for seamless bank statement retrieval and underwriter assessments.

This case study explores the challenges faced and the collaborative journey with us to create a modern, consumer-focused mortgage experience in an increasingly competitive digital marketplace.



**Leeds Building Society**



## The case for rethinking affordability digital mortgage lending

Leeds Building Society's underwriters are often tasked with reviewing manual bank statements, the receipt of the manual statement can often add days to application decision making. This slowed processes and underwriter decision making capacity on the document, which can fall short of consumer expectations for instant feedback.

Applicants with limited credit histories often have reduced data availability so the opportunity to embed an Open Banking experience into a seamless digital mortgage journey further cemented the Society's vision of adopting this new approach to be the go-to provider for first time buyers.



# Decisions in Principle enhanced from 24 hours a day to only 11 seconds

In the last 5 years, to deliver growth in automation, Leeds Building Society has focused on transitioning mortgage decisioning into a modern platform with the Society's adoption of Experian PowerCurve platform to automate Decisions in Principle processes.

By integrating affordability rules, ID and fraud checks, credit risk decisioning and analytics, Decisions in Principle turnaround dropped from 24 hours to only 11 seconds for eligible cases—automating 80% of the journey.

Encouraged by this, the Society became the first UK lender to adopt Experian Boost in May 2023, allowing applicants to share Open Banking data (e.g., utility payments) to improve credit scores. With applicants seeing a score uplift, expanding access without negative impact on others.

This success led to a focus on improving affordability assessments through data-driven decisioning.

**11**

seconds for eligible cases from 24 hours

**80%**

Journey automation



**Working with Experian has enabled us to modernise our mortgage journey, reduce processing times, and better support the Society's purpose through smarter, data-driven decisioning."**

**James O'Reilly**

Head of Intermediary Partnerships  
at Leeds Building Society



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# Bringing about a digital mortgage application journey

We partnered with Leeds Building Society to focus on embedding Open Banking into the mortgage process using Experian's Affordability Passport. This replaced manual statements with electronic retrieval, reducing delays from days to hours and improving underwriter efficiency through data transaction categorisation.

With a broker led journey, consent could not be collected directly from consumers. However, utilising our Affordability Passport, the Society's team could now present branded emails and a digital journey inviting applicants to give their Open Banking consent with broker support.

With applicants now consented for Open Banking, we can share the electronic bank statements with the Society, and through further automation, the Society is able to directly upload the statement against the applicant document requirement for review, providing a seamless and efficient process. The transactional data is also passed into the decisioning system, enabling the Society to use data to drive decisions in the future.



As consumer demand for seamless digital experiences continues to rise, Open Banking is transforming mortgage applications—replacing manual, time-consuming processes with real-time data insights that deliver more tailored, transparent, and inclusive financial solutions.

**This pilot shows the tangible impact of industry collaboration, digital innovation, and enriched data in providing smarter, faster, and fairer decision-making. It's encouraging to see meaningful progress, and we're eager to build on these early results to bring even greater value to consumers."**

**Lucas Lopes**

Chief Product Officer, Consumer Information Services & Verifications, Experian UK&I



**Leeds Building Society**



# Measuring early consumer adoption and broker engagement

Launched in January 2025, after internal trialling in direct channels, with a major broker, the pilot exceeded expectations.



**50%** of sole applicants clicked through to provide Open Banking consent



**10%** above the number expected



**95%** completed the process



Statement retrieval **dropped from four days to minutes**

The electronic statements familiar format and categorisation helps to aid the underwriter reviews, which can reduce manual review time.

Broker feedback was also positive, with fewer document requests and faster case progression, which has supported the Society to broaden the rollout.

## A vision towards automated underwriting

With Open Banking embedded, the Society is now looking to further automate the reviewal of documents by highlighting positive behaviours in account conduct, using our transaction data. Once validated, these will be added to Experian PowerCurve to auto-approve low-risk cases, freeing underwriters to focus on complex cases.

# Experian – a trusted partner combining Affordability and Open Banking decisioning

This multi-phase collaboration shows Experian's continued investment and innovation in combining Credit Bureau and Open Banking decisioning.

Experian PowerCurve built trust in Decision in Principle automation. Open Banking data improved credit access. Electronic statement retrieval and categorisation demonstrated Experian's strengths and expertise in consent orchestration, API integration, and advanced analytics and building consumer digital journeys.

Experian's leadership in Open Banking affordability is enabling Leeds Building Society to create a new robust, future-ready digital experience.



**Leeds Building Society**

## A model for mortgage modernisation

Leeds Building Society's partnership with Experian illustrates how a mutual can lead mortgage innovation through strategic vision, collaboration, and smart data use.

The results: Faster statement access, more efficient underwriting, and a smoother experience for customers and brokers. As automation expands, further gains in speed and decision quality are expected.

In a market still reliant on manual processes, this journey offers a practical view for others—showcasing the value of an integrated, user-centric, digital approach for mortgage applications.



# Find out more...

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