

hummm sets up for growth with Q2 – enters two new international markets in just six months

Australia's hummmgroup ("hummm") operates in an increasingly challenging and competitive consumer finance sector. hummm specialises in bigger ticket transactions by offering a range of installment options that includes both credit cards and buy now pay later products. With more than 2.7 million customers across five international markets, hummm has created innovative, accessible and affordable products that enable customers to purchase and pay for the things they want and need.

Back in 2016, hummm Ireland engaged Q2 to build their BNPL solution. This partnership grew over several years with the decision to expand into the UK using the same technology. Shortly after, hummm made the decision to expand their business to Canada, taking the same approach to lift and shift the Q2 solution.

Key Challenges

The challenge for hummm was centered around driving efficiency and maintaining their focus on exceptional customer experiences whilst continuing to grow globally. hummm required a platform that could handle diverse customer and regulatory conditions across different geographies, provide a high level of product configuration, and support the various nuances including varying bureaus, fraud providers, data sources and more.



About hummmgroup

Headquarters:
Sydney, Australia

Markets served:
Australia, New Zealand, the United Kingdom and Ireland, Canada

Founded:
1991 (as Flexirent)

Customers: 2.7 million*

BNPL volume:
\$1.04 billion* annually

Card volume:
\$1.17 billion* annually

Commercial and leasing volume:
\$543.5 million*

*FY22 Annual Report

“Working with Q2 has helped us create a platform that gives us greater visibility as well as the flexibility to configure products and get funds out faster and more efficiently than ever before.”

Vaughan Dixon
Chief Information Officer, hummmgroup

Results

Launched humm into two new international markets within six months.

Reduced operational support costs through standardisation of global platforms.

A solution that integrates both front and back-end functions to manage and enhance the entire customer journey.

Achieved a flexible cloud platform that can scale to meet growth or change to replace the cost and complexity of legacy on-premises systems.

Q2's build-once, deploy-anywhere solution lets humm continue to introduce new products at speed and scale as needed.

Solutions

The solution combines Q2 with Salesforce, which integrates both front and back-end functions to manage and enhance the entire customer journey, from end-to-end.

Salesforce's customer management and lead generation was combined with Q2's lending solutions, which included the Q2 Originate and Q2 Loan Servicing products. Q2 Lending modules automate manual processes and orchestrate workflows to increase efficiency.

The success of this solution is a standardised-but-customisable, go-to-market solution that can be deployed in any location with a minimum of time, effort and cost. Now humm can quickly tap into new markets. Q2's modules are configurable for various asset classes and allowed humm to quickly introduce and offer new and diversified products to their customers. Keeping ahead of the market demand and competitors alike.

By working with Q2 humm now have a global solution to manage their customers which provides multiple benefits, primarily the ability to quickly configure the solution for a market, leveraging proven customer and product experiences to improve customer satisfaction and retention. In addition, the Q2 solution is replacing an outdated legacy technology with an agile and economical cloud platform.

Looking forward, this offers humm the flexibility to pivot, adapt to change immediately, and scale at will. And since the Q2 solution is standardised, it can be deployed simultaneously across multiple locations at speed – even globally.

For more information go to [Q2.com](https://www.Q2.com) or call +61 2 6536 2060 in Australia and +44 (0)20 3823 2300 in the UK