Nintex News

Australian Fintech Brighte Standardizes on Nintex Promapp to Support Rapid Business Growth

Brighte leverages the process mapping capabilities of the Nintex Process Platform to support agile processes and equip teams with valuable information to continuously drive higher customer satisfaction

Sydney—10 March 2020—Nintex, the global standard for process management and automation, announced that Brighte, one of Australia's leading and fastest-growing fintechs, will deploy Nintex Promapp® the visual process mapping and management capability of the [Nintex Process Platform](#) across its Australian and Philippine business operations to support rapid business growth and to better service its burgeoning customer base.

Brighte is Australia's leading point of purchase platform for solar, batteries and home improvements. It provides homeowners and businesses with opportunities to obtain fast finance approval for home improvement plans. Consumers can connect directly with a Brighte-accredited vendor on everything from solar systems and smart energy to roofing, security systems, plumbing and pool heating systems. Participating vendors also benefit from Brighte's payment options, designed to ensure that prompt payments are received in real time.

The decision to deploy [Nintex Promapp](#) follows Brighte's rapid growth and the ongoing launch of new products and channels. Combined, these required the company to better align processes between its customer experience centre in Manila and its Sydney management operations office to ensure that regulatory requirements are met, and customers are served in a timely manner with the most appropriate information.

"We are a flexible, innovative, accountable, customer-centric and high-performing business and firmly believe in agile business operations," says **Rachel Gatehouse, Chief Operating Officer, Brighte**. "We found Nintex Promapp an easy-to-use solution, which can be implemented rapidly, scale with our growth and support agile processes right across the business. The fact that it has been successfully deployed by other fast-growing businesses was very attractive."

The cloud-based software will enable Brighte to map, review and improve customer processes on an ongoing basis, providing a faster, smarter way to deliver a range of appropriate services for both consumers and service vendors.

Initially deployed in the company's Manila contact centre, Nintex Promapp will ensure processes are followed to support customer queries and new staff onboarding. It will also make processes and information easily accessible, thereby supporting the organisation's quest to provide a leading customer experience.

"We've started to map our processes in areas such as credit applications and approvals, settlements and customer service enquiries. Ultimately, new processes stored and updated in the Nintex Promapp central repository should result in faster customer handling and provide staff with a sense of ownership, as well as the opportunity to suggest recommendations for process improvement.

"The long-term benefits we hope to realise include opportunities like turning a simple customer enquiry into an ongoing relationship. All that is required is an employee who is encouraged and empowered by automated processes to make the most of the engagement, and who is equipped with solid customer information without wading through dense manuals of process information," says Gatehouse.

To date, more than 49,000 homeowners have been approved for Brighte finance and more than $349 million invested into Australian homes and business improvements. Over 240 MW of clean energy has been generated through Brighte customers. Headquartered in Sydney, Brighte is backed by some of the top venture capital firms in the industry, including Airtree Ventures, Mike Cannon-Brookes' Grok Investments, Kim Jackson and Scott Farquhar's Skip Capital as well as Qualgro Partners.

To sign up for a free trial of Nintex Promapp, please visit https://www.nintex.com/trial/#promapp.

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Nintex is the global standard for process management and automation. Today more than 8,000 public and private sector clients across 90 countries turn to the Nintex Platform to accelerate their digital transformation journeys by enabling them to quickly and easily manage, automate and optimise business processes. Learn more by visiting www.nintex.com and experience how Nintex and its global partner network are shaping the future of Intelligent Process Automation (IPA).

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