



## **Versatile Credit Offers Jewelry Stores New In-Store Finance Application Options**

*Web-enabled computers and tablet devices save valuable counter and floor space*

**Mechanicsburg, Pa. – May 30, 2017** – Versatile Credit, the leading provider of innovative solutions linking lenders with consumers applying for credit in retail stores, today announced new in-store credit approval service options using handheld tablets and merchant-owned, web-enabled computers ideal for jewelry retailers where counter and floor space is often limited.

Versatile Credit recently launched tablet and computer options to complement its existing line of floor-standing and tabletop kiosks, creating the industry's widest array of in-store credit application choices.

Kevin Lawrence, vice president of sales and marketing for Versatile Credit, said the company will continue to partner with leading consumer credit providers to present more finance options for national and independent jewelry retailers.

“We know customers often need extra credit to make their jewelry purchases,” he said. “We also know how critical display space can be in many jewelry stores. Now we can offer these retailers choices – kiosks, tablets and their own web-enabled computers – to access our leading credit application service.”

Consumers enter their credit data in private using any of the devices. Decisions are returned in seconds. Denied applications can cascade to second-look and no-credit-required options. The Versatile Credit system results in increased applications, reduced denials and increased sales for retailers.

Also, the application process requires limited involvement from store personnel. All data is digitally transmitted to lenders, leaving no sensitive information for retailers to protect. Versatile Credit encrypts all data to maintain its integrity throughout the process.

The Versatile Credit system is used in thousands of North American jewelry and other big-ticket retail storefronts. Since 2007, applications using the system have resulted in more than \$16 billion in approved credit.

The new Versatile Credit application options will be displayed at JCK Las Vegas, June 5-8 in the Synchrony Financial booth #L-100.

### **About Versatile Credit**

Privately held Versatile Credit offers an ecosystem of leading lending partners, proprietary software and services, beautifully designed hardware, and engaging visual content. This results in an exceptional experience for customers that drives more credit applications, more approvals and

more sales for retailers. For more information about Versatile Credit, visit [Versatilecredit.com](http://Versatilecredit.com). Also, follow Versatile Credit on [Twitter](#).

# # #

Company Contact: Kevin Lawrence  
Vice President, Sales & Marketing  
Phone: 717-620-2557  
Email: [klawrence@versatilecredit.com](mailto:klawrence@versatilecredit.com)

Media Contact: Jon Daum  
Daum Weigle Inc.  
Phone: 858-538-9755  
Email: [jdaum@daumweigle.com](mailto:jdaum@daumweigle.com)