Introducing Science-Based Personal Loans from an Award Winning Company Western Circle Limited

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Western Circle Limited have unveiled their new product “Credit on Demand”, an innovative and data science-based entry into the personal loan market.

“Credit on Demand” is a unique data intelligence system that combines the services of a trusted direct lender with a busienss intelligence based path finding brokerage service. The result is a powerful personal loans platform offering high acceptance rates for loans of up to £25,000. Western Circle believe that this system has the potential to eliminate the use of ping trees as we know it today.

Personal Loans Now is the brand name for these new business intelligence-based loans, operating online from www.personalloansnow.co.uk. The group is aiming to change the rules of the game again, making online credit more accessible and more affordable to many more people in the UK.

From payday loans to personal loans

Western Circle has already built a name for itself as being a leading innovator in the short term loan market. Combining a strict moral code with state-of-the-art technology that they developed themselves, they quickly became a well-known lender, receiving hundreds of positive reviews. Over 50,000 loans later, Western Circle was ready to take their data intelligence system to the next level.

“We wanted to give our customers more, but instead of just offering larger payday loans, we opted to start afresh and create a whole new product. We set off a revolution in the payday loan industry, now we’re going to make our mark in the personal loan market too,” says Jeremy Lloyd, managing director at Western Circle.

The new financial instrument from Western Circle is 100% online and aims to offer a suitable alternative to expensive unarranged overdraft, credit cards and traditional payday loans.

About Western Circle Limited

As a new generation payday lender, Western Circle Limited has approached the market from an entirely new perspective. Combining powerful technology with strong visions, they’ve re-invented the science of affordable online loans to make them more accessible and safer than ever before. Western Circle Limited is a fully FCA-compliant lender who has already helped over 50,000 people in the UK alone. For them, this is just the beginning.

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