



Salesforce powered Loan Origination System enables larger capacity for top financial services firm



Persistent designed and implemented custom Loan Origination System, based on Salesforce's Service Cloud, to configure business processes and lead to significant improvements in the client's loans business.

Challenges

The client's existing Loan Origination System was not scalable or flexible and had an unmanageable code base. They needed to implement an efficient system which could accommodate increased business transactions to meet peak season's demand

They were also looking for an efficient solution for loan disbursements with requirements such as integrations with 12 systems, configurable forms and status messages and a centralized customer repository. They wanted to enable 10 different business lines on Salesforce with 5000+ users.

Solutions

Persistent implemented a Service Cloud based custom solution enhancing customer acquisition workflow for loan origination. It enabled:

- \ Integrations with third party systems such as FinnOne, CIBIL, ATOS Origin, Logix, ValueFirst, SharePoint and Bank Bazaar
- \ Cross selling of products to customers through a centralized contacts management system
- \ Better business processes leading to significant improvement in the loans business

Impact of the Solution

30%

Increase in loan transactions in peak season

90%

Reduction in code deployment effort

10%

Improvement in cycle time (UAT)

Outcomes

Seamless case creation through web and email

Improved code quality

Fine tuning external scheduler's frequency to **manage API calls** within Governor limits

About Persistent

Persistent Systems (BSE & NSE: PERSISTENT) builds software that drives our customers' business; enterprises and software product companies with software at the core of their digital transformation.

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