Lean IT Inc. is the implementation partner for a renowned Financial Services Firm

The financial services firm, a prominent player in the Indian market and part of a corporate group, sought the expertise of Lean IT as an implementation partner. The objective was to digitize the loan process for retail customers at stores, adopting a B2C model.

Challenges and Objectives:

The client aimed to streamline the loan process by leveraging digital technologies. Key goals included:

- Implementing a fully digital loan process for customers.
- Checking loan eligibility based on parameters such as CIBIL score, credit history, and deduplication.
- Establishing efficient sales processes within Salesforce to manage the opportunity lifecycle and documentation requirements.
- Ensuring accurate verification of customer-submitted data through quality checks.
- Enabling seamless loan disbursal and customer notification upon completion.

Lean IT's Solutions:

- Customer Info Ingestion: Lean IT designed and implemented a robust system for capturing and managing customer information efficiently.
- Loan Eligibility Check: Integration with third-party API endpoints enabled real-time verification of loan eligibility, considering factors such as CIBIL score, credit history, and deduplication.
- Sales Process in Salesforce: Lean IT established a comprehensive sales process within Salesforce, incorporating the opportunity lifecycle and documentation inputs. This involved capturing proof of identity (POI), proof of address (POA), product pictures, and ECS mandate forms.
- Quality Checks and Verification: Quality checks were integrated into the system to ensure accurate verification of customer-submitted data. This step aimed to enhance data integrity and reduce potential errors.
- Disbursement and Customer Notification: Upon successful quality checks, the loan was disbursed, and customers were promptly notified. Simultaneously, the purchased products were delivered to the clients, completing the loan process.

Lean IT Inc. is the implementation partner for a renowned Financial Services Firm.

Lean IT Inc. successfully addressed three key modules: Loan feature for customers, Insta Credit Card, and Reward Redemption. By leveraging digital technologies and integrating various systems, Lean IT enabled the financial services firm to improve operational efficiency, enhance customer experience, and gain a competitive edge in the Indian market.

Additional Modules Implemented:

- Insta Credit Card: Lean IT extended their expertise to develop an "Insta Credit Card" feature, offering customers instant virtual credit cards. This allowed customers to make purchases and convert the amount into no-cost EMI.
- Credit Card Limit Reappraisal and Reward Points Redemption: Another noteworthy feature implemented was the reappraisal of credit card limits and reward points redemption. The system gathered customer information and credit card details, calculated the available reward points, and determined eligibility for redemption. Stringent validation measures were put in place to ensure secure and seamless redemption.

Outcomes and Benefits:

- Digitized Loan Process: The implementation of a completely digital loan process eliminated manual paperwork, reducing processing time and improving customer experience.
- Streamlined Sales Processes: The integration of Salesforce and automation of sales processes enabled more efficient management of customer opportunities, leading to increased productivity and reduced errors.
- Enhanced Customer Experience: The introduction of an Insta Credit Card feature provided customers with a convenient and flexible payment option, boosting customer satisfaction and loyalty.
- Efficient Reward Points Redemption: The implementation of reward points redemption functionality facilitated seamless utilization of accumulated points, providing customers with a valuable and engaging experience.