

# Innovating Digitizing Growing

Case Study



\$2,842M

ASSET SIZE

52%

GROWTH IN RETAIL BANKING REVENUE (2015-2016)

36%

GROWTH IN RETAIL ADVANCES (2015-2016)

43%

INCREASE IN OPERATING PROFIT (2015-2016)


## ABOUT THE CUSTOMER

The Bank is a fast growing, innovative, next generation Indian private sector bank. Established in 1939, today the Bank serves more than 450,000 customers through a network of more than 200 branches and 400+ ATMs. The Bank offers a wide range of products and services across market segments including Retail, micro-SMEs and SMEs, mid-Corporate, Microfinance Institutions (MFI), Agriculture, Commodities, Government and Public Sector. The Bank reported retail loan advances of USD 1.6 billion and an Asset size of USD 2.8 billion as on Mar 31, 2016.

## BUSINESS NEED

As part of its ambitious growth strategy, the Bank needed to deliver a range of sophisticated, tailored products and services using all the channels their customers had come to expect. To make matters more challenging, the Bank needed to improve operational efficiency, enhance risk management and deliver superior customer service. The Bank wanted to move their lending business to an online platform and ensure that credit decisions could be taken in real time. In 2015, the Bank announced plans to double the size of its branch network within 12 months while also investing in customer facing technologies. To support this strategy, the Bank wanted to implement a technologically advanced platform, which could offer flexibility, cater to multiple target market segments, integrate with other systems and establish automated workflow based processes. The Bank needed a loan platform which could be easily accessed from branches in remote locations with limited network connectivity.

**Zero**




**MANUAL INTERVENTION IN LEAD MANAGEMENT AND TRACKING**

**100%**



**DIGITIZATION OF LOAN APPLICATIONS IN THE SYSTEM**

**30%**



**REDUCTION IN APPLICATION PROCESSING TIME**

**40%**



**ENHANCEMENT IN LOAN SALES PRODUCTIVITY**

**40%**



**ENHANCEMENT IN PRODUCTIVITY FOR COLLECTIONS**

**20%**



**REDUCTION IN COST OF OPERATIONS FOR LOAN PROCESSING**

**SOLUTION**

The Bank carried out an extensive assessment of the leading lending solutions available in the market. Following a thorough mapping of their immediate and planned requirements against the functionalities in the solutions, the Bank selected Nucleus Software’s FinnOne Neo. The Bank selected FinnOne Neo due to its unique combination of advanced technology architecture, the ability to support flexible workflow-based processing, and the capability to manage end to end loan lifecycle on a single platform. The Bank wanted to implement a comprehensive and digitized business process building on Nucleus Software’s 3 decades of domain expertise and FinnOne’s proven credibility as the 10 time winner world’s best selling lending solution.

**RESULTS DELIVERED**

With FinnOne Neo, the Bank digitized and automated loan approvals with loan applications being processed online, while ensuring consistent delivery of standard credit policies. By implementing standard credit policies, the Bank removed the dependency on a person involved in the credit decision making, thereby ensuring a healthy credit portfolio. The Bank adopted a completely automated lead management and tracking solution. Powered by FinnOne Neo’s advanced capabilities, the Bank reduced loan application processing time by 30% and reduced operational costs by 20% while also improving decision making and standardizing processes. FinnOne Neo has also been deployed to remote locations where network bandwidth availability is low, ensuring that customers in all branches have

access to the same, high levels of service. The solution generated a 40% improvement in sales productivity and reduced time to market. Customer satisfaction has also been improved as a result of the solution’s automated communications system and the ability to resolve queries faster.

**OTHER BENEFITS**

- Faster go to market with targeted new product offerings
- Improved scalability to support rapid business expansion
- Agility to incorporate business/regulatory needs
- Reduced dependency on IT for new products
- Complete customer lifecycle management on a single platform
- Enhanced service with dedicated module for call centres/branches
- Reduced credit risk with mobile based loan collections

