

Mirae Asset Financial Services partners with Nucleus Software to digitize customer experience with paperless lending mobile application

Mirae Asset Financial Services chose Nucleus Software to build a digitized paperless lending mobile application, reducing total loan cycle time to less than 15 minutes and delivering a seamless customer experience.

IBS Intelligence



Lending Process Automation has been an important focus area for financial institutions, given the benefits it offers in improving the turnaround time for financing. Lending automation has evolved to revamp traditional lending workflows, which eradicate some of the cumbersome back-office tasks and infuse customer-centricity into the overall processes.

Mirae Asset Financial Services (India) is a non-banking financial company (NBFC) under Mirae Asset Financial Group. Mirae Asset Financial Group is a multinational company that provides a range of financial products and services, including asset management, securities brokerage, investment banking and life insurance across 16 global markets.

Nucleus Software is an established provider of lending and transaction banking solutions and services globally. Mirae Asset Financial Services

chose Nucleus Software to leverage cutting-edge technology by developing a mobile application 'Mirae Asset Financial Services' for end-to-end digital and paperless lending experience. The solution needed to enable easy and flexible customer self-onboarding with the expectation that this unique self-service offering on mobility will enable deeper market penetration.

Project and Solution Overview

Nucleus Software developed a seamless, reliable, and scalable digitized application 'Mirae Asset Financial Services' that allowed Mirae Asset Financial Services to provide users a seamless journey for availing loan against securities via the platform. Users can apply for loans against their mutual funds and shares digitally, without any manual intervention or visiting any branch and avoid long waiting time.

Overall, the solution streamlined to provide all services related with the loan account for Mirae Asset Financial Services, that would enable customers to use the services from anywhere and at any time at their convenience. These services include loan application, amount withdrawal & repayment, security top-up & de-pledging, loan foreclosure and editing personal & communication details.

Implementation Process

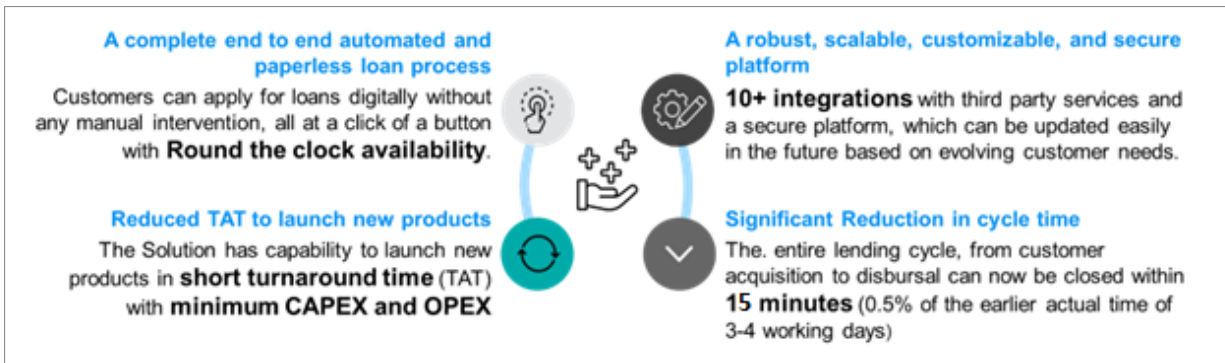
The implementation process involved multiple stages. The project was executed using agile project management practices aimed to deliver the desirable outcome.

The following steps were observed in the implementation process:

1. **Requirement Gathering:** Nucleus Software and Mirae Asset Financial Services worked closely to identify the specific features and functionalities required for the mobile application.

“Our partnership with Nucleus Software will strengthen our operations and help us drive process improvements and business growth. With the mobility App we can deliver greater customer experience as it enables easy and straight through access to information throughout the loan lifecycle, with zero manual intervention. Our customers can now avail loans within minutes with minimal interest rates and easy repayment options.”

-Director & CEO, Mirae Asset Financial



2. **Wireframe and Design:** Designed UI and UX, ensuring that it was intuitive and easy to use for end-users. Best-in class tools like Adobe XD and Zapplin were used for Wireframe and UI/UX respectively.
3. **Development:** The development team used reusable components and libraries to build the mobile application, which improved time to market considerably. Mobile application was developed using Flutter and hosted on the AWS environment.
4. **Integrations:** Integrated with over 10 third-party services related to the loan management system for seamless experience - NSDL, DIGIO, EXPERIAN, BILLDESK to name a few.
5. **Testing and Quality Assurance:** Rigorous testing using automated tools was conducted to ensure the mobile application's robust and desired quality.
6. **Launch:** The mobile application was launched within a year of the project's inception.

Thus, the implementation process was highly collaborative, with Nucleus Software working closely with Mirae Asset Financial Services to ensure that all requirements were met, and the end-users had a seamless and efficient experience.

Benefits Achieved

- The seamless integrations with over 10 independent and third-party services resulted in overall reduction in processing time, right from user registration/onboarding to loan disbursement.
- Customers could initiate their application, complete one-time KYC, link their bank accounts and setup mandates digitally round the clock, without any manual intervention.
- The platform enabled Registrar and Transfer Agents (RTA) authentication and calculated principal based on their security collaterals.
- End customers were empowered to withdraw funds from their limit as needed, with interest being charged only for the utilized amount. The solutions also allowed the end customer to prepay anytime without any charges.
- Customers could track their limits, view transaction history, download statements, and request top-ups at a single empowered source, thus ensuring high convenience for the customer.
- The solution also performed Shadow valuation, which monitors

changes in the valuation of securities in near real-time and alerts are conveyed, benefiting both the parties.

- Less than 15 minutes to complete the End-to-end Lending Process (0.5% of the earlier actual time of 3-4 working days) against mutual funds and same day against shares.
- Scalable and capable to launch new products in short Turnaround time with min CAPEX and OPEX.

The solution allowed serving multiple users at a time, thus improving reach considerably. The Mobile Application also provides dynamic notifications to end customers about their application status, thus keeping them informed and reassured.

Conclusion

Nucleus Software developed a first of its kind solution, especially for the Indian market for Mirae Asset Financial Services, allowing customers to avail quick short-term loans against securities without any manual intervention.

This is a pioneering one of the first Mobile Application based Secured Loan journey and Mirae Asset Financial Services is one of the first NBFC to offer it in India. The implemented solution enabled Mirae Asset Financial Services to accelerate the branchless lending process, eliminate paperwork, significantly reduce the overall TAT, reduce operational cost, and gain significant efficiencies with secure processing.

Launched within a year of project kick-off, the innovative Mobile Application is a significant step towards building a better, faster, smarter future of banking that offers a superior customer experience.

Key Facts:

Supplier: Nucleus Software

Headquarters: Noida, India

Founded: 1986

Client: Mirae Asset Financial Services

Solution: Mirae Asset Financial Services- digitized paperless lending mobile application

Timeline: Go-live in July 2022

