$36.61BN Net Worth
2000+ Retail Touchpoints
1 Goal: **Agile CX**

Automating commercial loan operations is critical to creating an agile customer experience. So when our client wanted to digitalize their manual, process-intensive physician lending processes and accelerate the lending process for doctors, we rose to the challenge to deliver a simple, fast, customer-friendly process.

Snapshot

Challenge: Semi-manual physician lending processes; limited outreach to customers

Solutions: Developed a fully digitized omnichannel customer engagement platform; automated loan approval and disbursement processes

Benefits: Accelerated speed to service; delivered superior customer experience; improved market engagement

Outcomes included

200%
Increase in
Market Engagement

Key Challenges

1. Financial services companies have recognized customer experience as a differentiator. Our client knew that their existing physician lending solution wasn't up to the mark. It was semi-manual, non-standardized, and failed to meet the needs of today's tech-savvy customers. They wanted to create value by transforming their customer' journeys.

2. The existing web-based platform was rigid and could not integrate seamlessly with third-party APIs. As a result, our client was wasting valuable time and resources developing workarounds to meet customer needs.

3. The lack of a cross-platform solution limited market reach and was causing them to lose out on potential new business. They were unable to maintain a competitive edge threatening long-term business viability.

Our Solution

Our client wanted to transform their semi-manual, paper-based physician lending process into an operationally efficient, customer-centric, future-ready automated system. To drive their digital agenda forward, we built a robust backend system based on a microservices framework that interfaces with their customer relationship management and financial statement analyzer systems. Our team implemented a range of feature improvements to automate end-to-end physician lending processes, shorten approval and disbursement lifecycles, and increase speed to value. Our innovative solution enabled a complete transformation and helped them improve their omnichannel reach and customer experience. It also expanded our client's prospect/customer reach across multiple channels, enabling them to offer hassle-free loans on the move and improving customer engagement and retention.

Our comprehensive third-party API integration strategy created a unified ecosystem of services for our client's customers. All the data is now captured within this ecosystem, making it accessible across systems and empowering our client to handle all use cases efficiently and at the pace of business.

Outcomes included
Project delivery speeds
increased by
50%

Our client is the fastest-growing NBFC, disbursing loans and value-driven financial products with minimal hassle and paperwork. The company's commitment to delivering seamless customer experience has enabled them to become the financier of choice for millions.

Business Benefits

- Digitalized the physician lending process end-to-end
- Shortened the loan processing and disbursement lifecycle
- Improved customer experience
- Expedited sales
- Increased revenue and brand footprint

We can't wait to tell you more

Whatever business you're in, whatever problem you have, we have the experience and together we can create a solution. All you have to do is contact us when you're ready to experience...

"Infinite Possibilites with Technology"