

Driving a Superlative Credit Experience for a Leading Indian Bank's MSME Customers

A Case Study

About the bank

The leading Indian bank is operating as a full service universal bank that serves the customers from all segments. As a universal bank, it touches the lives of millions of Indians through a wide array of banking products and services. Besides, the Bank has an established presence in associated financial sector businesses including capital market, investment banking and mutual fund business. The Bank's business philosophy is characterised by the commitment to provide relevant financial solutions, ensure maximum customer convenience through easy access to branches and ATMs as well as digital offerings and excellence in customer service.

Strategic vision

The Agriculture and Micro, Small and Medium Enterprises (MSMEs) sectors play a major role in the Indian economy and contribute significantly to the nation's exports and employment generation. Together they contribute nearly 50% of India's Gross Domestic Product (GDP).

In 2020, it embarked on a strategic journey to launch a fully digitised, end-to-end Loan Processing System (LPS) with 50+ products for its MSME and Agriculture customers. The bank was looking to combine their innovative business models with new-age technologies to operate at high speeds, ensure an excellent experience is delivered to its customers – who wanted more products and services, tailored to meet specific needs – and at the same time, not compromise on the quality of their credit decisions.

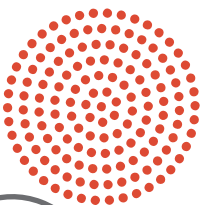


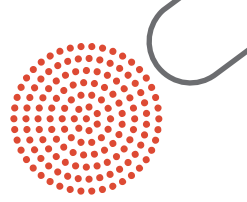
50+

New products launched for the bank's MSME and Agriculture customers

Single 360-degree view of customer exposure ensured improved credit portfolio

Single origination platform for Agri and SME loans





Leveraging technology to drive growth in MSME lending

The Bank chose iKredit360 Loan Origination System over other vendors because of the solution's depth of functionalities, best-in-class user interface along with state-of-the-art cloud-native API-first architecture which supports seamless integration with various third-party systems.

The iKredit360 Loan Origination System is a highly evolved sourcing and credit evaluation solution supporting the origination process through the entire cycle including application processing, verification, risk assessment, credit scoring, automated credit decision and underwriting. The fully automated, integrated, parameterised and rule based solution is capable of meeting straight through processing requirements with exception based manual intervention.

The system, which is powered by an industry-recognised Business Rule Engine, will facilitate the bank to manage facility approval as well as drawdown approval through a sanction workflow, pre-defined for each kind of loan product, giving a single system experience for end-to-end credit origination.

Key benefits of the digital transformation initiative

iKredit360's combination of innovation, transformational customer experience and technology optimization enabled the bank to create fully customized products and services over multiple channels and ensure customer delight

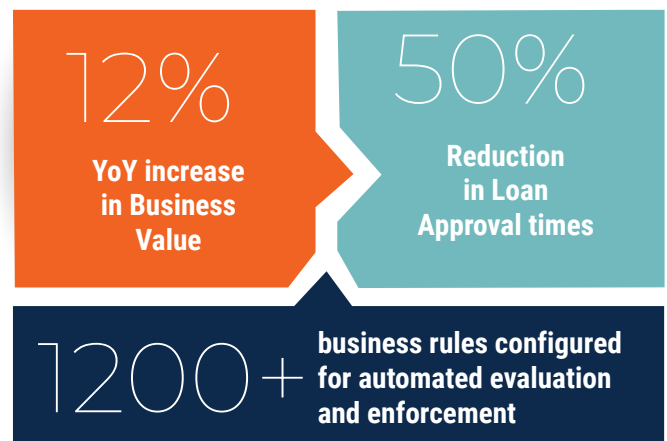


- ▶ The bank leveraged iKredit360's composable platform to launch more than 50 new products for their MSME and Agriculture customers
- ▶ The Bank was able to improve their credit portfolio through a single 360-degree view of customer exposure which would allow the customer to maximize their drawing capability while minimizing the risk to the bank.
- ▶ The single origination platform for Agri and SME loans could facilitate end to end processing of loans spanning from Credit Proposal initiation to disbursement approval.



iKredit360 Loan Origination System will allow the bank to build the right credit portfolio and at the same time increase customer satisfaction through faster loan approvals and reduced on-boarding times

- ▶ The MACH –enabled architecture of iKredit360 allowed the bank to rapidly launch business functions and services, and also ensure ease of integration & support for devops.
- ▶ The bank was able to reduce their loan approval times by more than 50% to less than two days by leveraging the solution's configurable rule engine, parallel processing, and on-the-fly workflows capabilities.
- ▶ The world-class UX helped the bank drive customer delight with high self-service adoption and on-the-go banking .
- ▶ With iKredit360, the bank could use a single onboarding application for multiple business segments such as the SME and Agri Sectors and also reduce the on boarding time through intuitive data fetch from various data sources.



Bank of the future

The future of lending is digital, and MSME and Agri lending will play an increasingly important role in its revenue growth going forward. iKredit360 Loan Origination System will allow the bank to build the right credit portfolio and at the same time increase customer satisfaction through faster loan approvals and reduced on boarding times. This implementation is part of the Bank's larger vision of enhancing our value proposition to their MSME and Agri customers by digitising the entire customer journey and ensuring easy access to finance.