

# A Leading Public Sector Bank in India Transforms its Leads Management System with Newgen

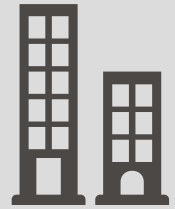
## About the Client

The client is one of the leading public sector banks in India. It offers a wide range of banking products and financial services to corporate and retail customers through various modes of delivery channels.

Total assets in excess of ₹ 3.58 trillion



Network of over 5,500 branches in India and abroad



## The Client's Requirements

Keeping up with the changing technology advancements | Delivering a consistent and superior customer experience | Reducing the turnaround time (TAT) | Gaining a competitive edge

## The Stumbling Blocks

The bank was looking to streamline its end-to-end leads management system for a seamless loan process. However, the lack of a unified lead management system was adversely impacting the bank's sales as well as operations departments. Business users were facing difficulty in managing the loan lifecycle, as updating the applications' information manually was slowing the process. Furthermore, there was a high risk of losing or misplacing critical data. All the manually created documents including the appraisal and legal notes, and sanction were leading to an increase in the processing cycle time.

### Challenges Snapshot

- Manual movement of a large volume of applications across departments, branches, and regions
- Inputting applications manually
- High TAT
- Data entry errors
- Lack of visibility across departments
- Managing users' issues
- Difficulty in tracking and reporting in real-time

## Major Teams/Areas Impacted

- Sales Team
- Beneficiaries
- Agents
- Backend Teams
- Loan Processing Teams

## The Bank Digitally Transformed its Lead Management System

The bank was looking for a technology partner to achieve its business goals and improve business outcomes.

The bank used Newgen's lead management system, a part of its customer relationship management offering, to optimize its complete process. With Newgen, the bank has adopted a systematic approach in creating, managing, and nurturing its new business applications. The solution has helped them in enabling their customers' journeys, from lead management to loan generation.

Post-implementation, the bank has gained access to real-time alerts, notifications, and updates across the various departments, branches, and their regional environment, thereby maximizing operational efficiencies. The solution has enabled the bank's users to upload, download, store, retrieve, and control different versions of the customers' documents while minimizing manual efforts required in maintaining the physical documents. The user-friendly system has minimized the probabilities of human-prone errors, thereby improving efficiencies and meeting compliance requirements.

### Key Highlights of the Implemented Solution

- Multi-channel origination of loans, including branch, agents, business correspondents, relationship managers, etc.
- Applications origination directly from the lead management system
- Digital management of documents
- Pre-qualification of applications before originating the loan process
- Enterprise-grade security
- Seamless integration with loan origination system, Finacle, e-KYC, and CIBIL
- Highly configurable and scalable to cater to the future business requirements

# Business Benefits Achieved



**Reduced  
operational  
inefficiencies**



**Faster and  
accurate  
processing**



**Increased  
agility**



**Consistent and  
delightful customer  
experience**



**Enhanced process  
transparency with  
custom dashboards**

## About Newgen

Newgen is the leading provider of a unified digital transformation platform with native process automation, content services, and communication management capabilities. Globally, successful enterprises rely on Newgen's industry-recognized low code application platform to develop and deploy complex, content-driven, and customer-engaging business applications on the cloud. From onboarding to service requests, lending to underwriting, and for many more use cases across industries. Newgen unlocks simple with speed and agility.

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