

A hand is shown holding three white gears. Behind the gears are three white arrows pointing upwards. The background is a dark blue with a faint, glowing candlestick chart pattern in red and white. The overall theme is growth and technology.

# India's Fastest-growing NBFC Achieves Operational Excellence with Newgen

*Witnesses 25% rise in loan  
disbursements and 40%  
enhancement in customer  
satisfaction*

# Overview

The company, established in 1991, is one of the fastest-growing NBFCs in India, with a customer base comprising over 2,000 high-growth companies. It aims to expand its geographical presence and become a one-stop financial services company. However, operational inefficiencies, customer engagement challenges, and technology limitations reduced the scope of service delivery.

The NBFC sought a technology partner that would support scalable growth by enhancing productivity and improving financial processes.

## The Customer's Pain Points

### Lengthy Loan Approval Processes

Siloed processes, manual workflows and high dependency on physical documents led to delayed loan approvals

### Legacy Technology Infrastructure

The outdated system was unable to handle the exponential growth of digital content, leading to operational bottlenecks and storage constraints

### Limited Customer Engagement

The lack of digital touchpoints for interaction with customers hurt the retention rate and lowered customer satisfaction

### Security Concerns

The absence of robust security features for data storage made sensitive data vulnerable to cyberattacks and breaches

### Compliance Challenges

The customer's existing documentation system struggled to meet the stringent requirements of modern governance frameworks, exposing it to legal and reputational risks





## Regular Industry Approach

Despite challenges around stricter regulations, NBFCs want to shift their focus on delivering refined products and services to their market. While modern tech-driven models have helped deliver tailored products and bring operational efficiency, automated back-end processes have reduced dependency on manual tasks and accelerated turnaround time. However, legacy systems and the lack of in-house talent make it challenging for financial institutions to make the best use of technology. They require a unified, intelligent platform that can seamlessly integrate with the traditional infrastructure and harness advanced analytics to strengthen customer engagement.

## Transformative Steps Taken by Newgen

*Newgen's strategic approach addressed the challenges with a robust **Contextual Content Services (ECM) platform** that offered a comprehensive suite of capabilities tailored to meet the needs of the customer. The unified, low-code platform enabled end-to-end modernization of the documentation system.*

### Custom-built Workflow Solution

Newgen used a model-driven low-code application development platform to tailor the solution to the customer's specific processes



### Integration Adaptors

The platform's integration toolkit and API capabilities facilitated smooth integration with third-party systems and maximized the potential of its previous technological investments without operational disruptions



### Robust Data Security Framework

The platform ensured compliance with enterprise-grade service level agreements, while maintaining confidentiality and integrity of records with defined security guidelines



### Role-based Access Control

The rights management model ensured that only authorized users had access to specific documents based on their roles and responsibilities



### Structured Storage

All the digitized documents were systematically stored within the platform, maintaining a consistent and organized filing system for efficient access and retrieval



# Benefits Achieved

*With Newgen's ECM platform, the customer achieved transformative results, including:*

## **80% Increase in Productivity:**

Automating routine tasks helped employees manage a larger number of cases and allowed them to focus on higher-value activities

---

## **50% Quicker Processing:**

The solution halved the end-to-end processing time for financial transactions, including data entry and approval

---

## **60% Reduction in Manual Errors:**

Automation and digital workflows significantly reduced error rate across critical processes

---

## **30% Improvement in Customer Satisfaction:**

The solution leveraged data from various sources to deliver personalized communication across multiple touchpoints, resulting in faster services and increased digital engagement

---

## **100% Regulatory Compliance:**

The solution implemented policies and labels to manage documentation while complying with regulatory requirements



# To Sum Up

Newgen's ECM platform modernized the customer's tech infrastructure and streamlined its operational processes. The automation of key workflows enabled the NBFC to achieve significant benefits from high productivity, swift loan approvals, seamless customer experience, and robust data security. The solution empowered the company to maintain a competitive edge in the financial services sector.



info@newgensoft.com  
www.newgensoft.com

## About Newgen

Newgen is a leading provider of an AI-enabled 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 and service requests to lending and underwriting, and various other use cases across industries, Newgen unlocks simple with speed and agility.

## For Sales Query

AMERICAS: +1 (202) 800 77 83  
CANADA: +1 (202) 800 77 83  
AUSTRALIA: +61 290 537174  
INDIA: +91 11 407 73769

APAC: +65 3157 6189  
MEA: +973 1 619 8002, +971 445 41365  
EUROPE: +44 (0) 2036 514805