

Faster turn around for Credit Card Application process using Sales & Informatica cloud for US based Global cards company

Challenges	Solution	Value delivered
<ul style="list-style-type: none">• Manual SOS, AML, D&B checks & application process• No way to easily check the application status• No ability for the sales team to request credit line increase from the UI	<ul style="list-style-type: none">• Use LDS on sales cloud to capture and prepopulate the Prospect information• Implemented digital document collection process using Informatica & Sales cloud• Automated credit line increase process on sales cloud integrated with decisioning systems using JSON	<ul style="list-style-type: none">• >44% Quicker card application process with turn around time of 10 business days from 15 days• Ability for sales team to view card application status & request for limit increase from sales cloud console