

Customer experience journey map

Smart Lender-Applicant Credibility Prediction for Loan Approval

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







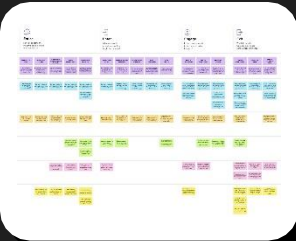
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Project title
Smart Lender-Applicant Credibility Prediction for Loan Approval

TEAM ID:
PNT2022TMD
15942

	<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div><div>Uploading details</div><div>Document submission</div><div>Agreement</div><div>Borrower qualification information and their other details is collected digitally</div><div>Customer submits critical information necessary for banking team</div><div>Customer agree to the terms and conditions of the bank</div><div>Online meeting to clarify doubts</div></div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>The Need</div> <div>Loan origination</div> <div>The customer needs loan to satisfy their needs</div> <div>customer reaches out the traditional online channels to know about the process</div>	<div>Knowing the procedure</div> <div>customer will register with their details and login using their username and password</div> <div>Register and login</div>			<div>Validation</div> <div>Credit review</div> <div>Loan approval status</div> <div>Bank will verify the customer documents and the system will verify their other details</div> <div>Customer can be contacted by the loan processing team reviewing the application document</div> <div>After completing all the verification process the system will predict the eligibility of the loan approval</div>	<div>post-disbursal support</div> <div>customer contact the support team via traditional channels like email, phone etc</div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div>Customer refer their friends and family about the loan</div> <div>Search in online about the loan approval process</div>	<div>Customer will get loan details and process involved from the system</div> <div>Customer will enquire about the interest rate and the repayment details to the bank</div> <div>customer can know about the procedure and process of applying loan</div> <div>bank will enquire out the purpose of the loan</div>	<div>Bank will ask question and analyze about the financial condition of the customer through the loan prediction system</div> <div>Customer will upload the documents in the system</div>	<div>Bank will verify the documents of the customer manually</div> <div>Customer will sign the agreement electronically</div> <div>The loan prediction system will display the loan approval status after completing all the process</div>	<div>Customer will pay the interest and repayment amount after the loan approval in specified time to the bank</div>	
<div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Superior customer experience</div> <div>Providing all the required details to the customer</div>	<div>Minimizing the risk</div> <div>Secure data storage</div>	<div>Document intake is entirely digital</div> <div>More accurate decision making</div> <div>Reducing the number of defaulters</div>	<div>Providing Ratings and reviews</div> <div>Enabling staff to focus on high value action</div>	<div>Increased visibility throughout the process</div>	
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Lower cost</div> <div>Super fast at the convenience of home</div>	<div>Can easily clarify the doubts</div>	<div>Digital solution assist legal process to speed decision making</div>	<div>Instant processing of result</div>	<div>Saves time and money</div>	
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Not providing enough details</div>	<div>Unreasonable delays at times</div>	<div>Costly, manual process</div> <div>Prone to errors</div>	<div>Lengthy approval process</div>	<div>Diffcult to scale to meet demands</div>	
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Eliminate unnecessary intermediaries</div> <div>24/7 Availability</div> <div>User convenience</div>	<div>Better customer service and security</div>	<div>Minimal documentation</div> <div>Add signature electronically on agreement</div>	<div>Integrated task human-machine</div>	<div>Ratings and reviews</div> <div>Contacting at anytime in case of any queries</div>	



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