

**Template**



SMART LENDER - APPLICANT CREDIBILITY PREDICTION FOR LOAN APPROVAL

Customer   experience

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| **SCENARIO**  Smart Lender - Loan Approval CUSTOMER JOURNEY methods | **Entice**  How does someone initially become aware of this process? | **Enter**  What do people experience as they begin the process? | **Engage**  In the core moments in the process, what happens? | **Exit**  What do people typically experience  as the process finishes? | **Extend**  What happens after the experience is over? |
| **Steps** | **Visit branch or Get Customer**  **company of**  **finance/ Bank feedback**  **Customer can gain By getting feedback**  **insights about the customer can know**  **company about loan in depth knowledge**  **plans and approval about loan approval** | **Visit website or Fill**  **particular Fill information**  **branch requirement**  **Customer can gain This step custumer By this employees can trust by making wil come to know gain insight by them comfortable the entire process knowing their needs**  **in initial state of loan approval and further proceded**  **to next steps** | **Uploading** Document **Customer agree to Customer submit Borrower**  **details the terms and critical information Agreement qualification**  submission **conditions of the necessary for information and**  **bank banking team their other details.** | Customer can be contacted by Validation  the loan loan processing team reviewing the application document  Credit  Review | **After the Employees will**  **Complition of the provide loan or**  **entire process. terminate the application** |
| **Interactions**  **People:** Who do they see or talk to?  **Places:** Where are they?  **Things:** What digital touchpoints or physical objects would they use? | By Interacting with By visiting place or  employees, customer  will come to know the website they can know  schemes and loan the quality 0f the  approval company of finance  At initial process employees make things clear to customers. | By entering website By Interacting  customer service customers we can gain  interact with customers insight background for  to fill application and future loan providing.  queries.  By entering the website or interacting with customer service . they can know entire proces | **Customer will**  **Online meeting to upload the**  **clarify doubts documents in the**  **system**  **Bank will ask question and analyze about the financial condition of the customer.** | Bank will verify the  documents of the Customer will sign the Agreement electronically.  customer manually  **The loan prediction system will display the loan approval status after completing all the process.** | Website will update about loan approval and also inform any loan offers. they are eligible for future loans. |
| **Goals & motivations** | Attract more Focus more on  customers to apply marketing, advertising  for loan about company and  schemes. | **Customer will get Bank will enquire**  **loan details . about the purpose**  **of the loan.**  **Customer will enquire about the interest rate** | **Reducing the**  Documentation intake **More asccurate number of**  is entirely digital. **decision making defaulters.** | Providing ratings Enabling staff to focus on high  and review value action.  Minimal Documentation | **After finishing the entire process to make sure the customers are not disappointed by the decision taken by the company** |
| **Positive moments** | Gaining more Gaining more  customers, make them customers, make them  comfortable is main comfortable is main  priority and positive priority and positive  moment. moment. | **Minimizing the Secure data**  **risk. storage.** | Digital solution assist legal process to speed decision making. | Instant processing of result | After finishing process the main motivational is to get highest profit, turnover and customer satisfaction. |
| **Negative moments** | **This model may give less accuracy if the users dratically increase.** | **Can easily clarify the doubts.** | Prone to Errors it is essential | Lengthy approval process | Difficult scale to meet demands |
| **Areas of opportunity** | **Increasing Reaching out to people**  **marketing and focus in more strategic way**  **mainly on customer to make customers to**  **and stake holder apply for loans** | Make website more interactive to attract customers. | **Use advanced algorithms like XGBOOST to handle over fitting and inconsistant accuracy** | Improving the loan approval rate bit higher and offer additional benefits. | Focusing and concerning about customers even after declining applicaton for loan approval. |

journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish.



When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.



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