

Project: LenDenClub - Registration & Lending Completion

Language: English

Last Updated: February 2025

CHAPTER 1 - BACKGROUND INFORMATION

Company Info:

LenDenClub is India's largest P2P Lending platform with over 2 Crore users and 16,000 Crore worth of disbursed loans till date. The platform allows lenders to earn interest by funding loans of various types.

LenDenClub started in 2015, and is an RBI registered NBFC-P2P.

Location: Mumbai | **Website:** [LenDenClub](https://lendenclub.com)

CHAPTER 2 - SETTING THE OBJECTIVE

Who is the call receiver?

Retail lenders registered on the LenDenClub platform, who wants to fund loans.

What is the call objective?

To engage users who have signed up on the LenDenClub platform and guide them through the lending process.

Supporting Data Points:

- Registered Number
- Name of the User
- Status of the Application

Tonality Requirement and Expectations:

1. Maintain a polite and professional tone.
2. Keep the lead engaged and address their concerns proactively.
3. Probe the lead with the right questions to assess lending intent.

Keywords to Pronounce Correctly:

- **LenDenClub** (लेन देन क्लब)
 - **Lending** (लेंडिंग)
 - **Verification** (वेरिफिकेशन)
 - **Aadhar** (आधार)
 - **CKYC** (सी के वाय सी)
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CHAPTER 3 - CALL FLOW AND SCRIPT

1. GREETINGS

Caller: "Hello, good morning/afternoon/evening. Am I speaking with @customer name?"

Receiver: "Yes."

2. INTRODUCTION

Caller: "My name is [Your Name], and I'm calling from LenDenClub. You have recently registered on our lending platform. Do you have a few minutes to complete your setup and begin lending?"

(Proceed according to the lead type)

Lead Type 1: Partial Registration Done

Caller: "I see you started the registration but didn't complete it. Did you face any issues?"

Receiver Response:

- **No issues/didn't have time** → "Let me help you complete it now."
 - **Faced an issue** → "I'm sorry to hear that. Can you share the details so I can assist you? If it's technical, you can email a screenshot to support@lendenclub.com."
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3. REGISTRATION PROCESS

Caller: "Let's complete your registration now. Please open the LenDenClub App."

Steps:

1. **Sign-up** → User registers on the platform.
 2. **ID Details** → User enters PAN & Aadhar details.
 3. **Live KYC** →
 - If CKYC available, it is auto-verified.
 - If not, user must complete KYC via DigiLocker.
 4. **Legal Authorization** → User consents to terms and policies.
 5. **Bank Account Verification** → User links & verifies their bank account.
 6. **Listing Completion** → User is now listed and can access borrower options.
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4. LENDING OPTIONS EXPLAINED

Caller: "Congratulations! You are now listed on LenDenClub. You can choose from two lending options:"

1. **Manual Lending:**
 - Borrowers on our platform undergo assessment based on **600+ parameters** (credit score, income, bank balance, etc.).
 - You manually select borrowers and lend at your discretion.
 - Minimum lending amount: ₹250
 - Minimum tenure: 2 months
 2. **Lumpsum Lending:**
 - Allows bulk lending to multiple borrowers simultaneously.
 - Borrowers undergo the same rigorous assessment.
 - Minimum lending amount: ₹25,000
 - Minimum tenure: 5 months
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5. REPAYMENT DETAILS

Caller: "Your lent amount is repaid as follows:"

1. **Monthly Repayment:** Borrowers have repayment due dates on the **1st of every month**. Some may repay earlier, while others may repay a few days late. As they repay, your amount (principal + interest) is **directly transferred to your registered bank account**.

2. **Daily Repayment:** For merchant loans, borrowers make **daily repayments**, which are credited to your bank account daily. The repayment starts as soon as the loan is disbursed.
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6. DEFAULT HANDLING/RISK MITIGATION

Caller: "Sir/Madam, yes, there is risk in **P2P lending**, but here's how we mitigate it:"

- We **recommend diversifying funds across at least 100 borrowers**.
 - Our **historical data shows a 3-3.5% default rate**, but well-diversified lenders have **not lost principal** and **earned 12%+ returns**.
 - We have a **dedicated in-house collection team** with experienced professionals.
 - We have **tie-ups with top collection agencies** for field recovery, including **home visits**.
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7. FUND ADDITION & LENDING START

Caller: "Now that you're registered, let's add funds to your LenDenClub account. Please follow these steps:"

1. Open the **Wallet Section** in the app.
2. Tap on **'Add Funds'** and choose a payment method.
3. Select an amount between **₹250 and ₹50,00,000**.
4. Confirm the transaction.

If User Wants to Do it Later:

- "I recommend adding funds now so you can start earning. It takes just a minute. Shall we proceed?"
 - If still hesitant: "Okay, when would you like to start lending? I'll follow up accordingly."
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8. CLOSING

Caller: "Thank you for choosing LenDenClub. I hope you have a great lending experience. If you need any help, reach out via the app or website. Have a great day!"

FAQs

Why should I lend with P2P lending platform?

P2P Lending is a non-market linked instrument. It allows you to diversify your portfolio to reduce risk, and earn potentially high returns.

Is my money safe?

Credit Default Risk: Despite rigorous underwriting and verification, lending carries inherent risks, mitigated by LenDenClub's capital matching algorithm for diversification.

Collection Risk: In case of default, LenDenClub follows RBI-compliant recovery measures, minimizing impact through diversified lending.

What is the platform NPA?

The latest platform NPA as on December 2024 is 3.78% across all loan options.

How much can I earn?

It is important to know that P2P Lending does not guarantee any returns. Historically 72% users on manual lending have earned more than 20% p.a. Returns may vary from portfolio to portfolio. We suggest our customers to diversify their lending portfolio to reduce risk as much as possible.