Alpha Bank Loan Process Redesign – Stakeholder Analysis

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1. Introduction

This stakeholder analysis identifies all individuals and groups affected by the loan process redesign at Alpha Bank. Each stakeholder's **role**, **interest**, **level of influence**, and **impact** are described to guide communication and engagement throughout the project.

Due to limited access to all stakeholders, direct input was gathered from a **Customer Relationship Manager (CRM)** at a Nigerian bank. Additional analysis is based on research and domain understanding of how loan systems operate in Nigerian banks.

2. Stakeholder List and Roles

Stakeholder	Role in the Loan Process
Loan Applicants (Customers)	Apply for loans and submit required documents
Loan Officers / Branch Staff	Help customers with loan forms and collect documents
Risk and Credit Assessment Team	Review creditworthiness and decide on approval or rejection
Compliance and Legal Team (KYC/AML)	Validate identity, verify documents, and ensure the bank complies with KYC and AML rules
IT Department	Support implementation of the new digital system, including integration and security
Senior Management	Make final decisions on funding and project approval
External Credit Bureaus	Provide customer credit history to support credit assessment

3. Stakeholder Matrix (Role, Interest, Influence)

Stakeholder	Role Summary	Main Interest	Influence Level	Engagement Level
Customers	Submit applications and wait for approval	Want fast, easy, transparent loan process. Most complaints are about how long it takes.	High	High
Loan Officers	Collect forms, documents, and support applicants	Want less stress, faster document checking, and fewer angry customers	Medium-High	High
Risk Assessment Team	Evaluate risk and approve or reject loans	Want reliable data and tools to work faster	Medium	Medium
Compliance/KYC Team	Check identity and documents to meet regulations	Want full legal compliance, but faster checks	Medium	Medium
IT Team	Implement and support digital system	Want clarity on system features and secure integration	Medium	Medium
Senior Management	Approve funding and measure project success	Want improved customer satisfaction and higher completed loans	High	High
Credit Bureaus	Provide customer credit history	Want proper and secure access to credit data	Low	Low-Medium

4. Stakeholder Analysis Summary

- **Customers and Loan Officers** are the most directly affected and must be involved closely.

- **Senior Management** holds high influence and needs consistent updates on progress and results.

- **Compliance and Risk Teams** care about process reliability, accuracy, and legal alignment.

- **IT Team** is essential for successful implementation and should be involved during requirements and design.

- **External Credit Bureaus** are less influential but necessary for credit integration.

5. Engagement Approach

To ensure successful outcomes:

- High-priority stakeholders will be engaged directly via interviews, feedback, demos

- Medium-priority stakeholders will be consulted during key stages

- Low-priority stakeholders will be updated as needed

Note: This analysis may be updated after further discussions or interviews with more stakeholders.