Process Goals and CTQ Goals

* Goal for the process
* Reduce average time between loan Application and loan Funding (ATBLA).
* Increase the Customer Satisfaction index(CSI).
* Goals for CTQ Measures

ATBLA must be reduced, making CTQ Measures

1. Average Time between loan Application and loan Funding (ATBLA).

2. Customer satisfaction index(CSI).

* it take 2 hours.
* CSI must increased up to 80%

Measure ATBLA

* Survey: Asking customers who applied for loans the time it took for funding.
* Picking loan applicants randomly and consulting them on how far the process is and measuring the time each step takes.

Measure CSI

Asking all loan applicants about how they feel about the process and calculating the CSI (Customer Satisfaction Index).

After making the survey and consulting loan applicants on the process and measuring the time each step takes, it has been shown that the process takes the following time:

|  |  |  |  |
| --- | --- | --- | --- |
| No | Step of the process | Time | AVERAGE |
| 1 | Customer fills Loan Application form by hand | 15 minutes | 15 min |
| 2 | Application processing by loan officer | 2 to 4 hours | 3h |
| 3 | Credit checks and quality control by credit &quality control department | 1 to 3 days | 2 D |
| 4 | final decision by branch managers department | 3 to 12 hours | 7h 30min |
|  | Total |  | 2D 10 h 45 min |

Improve phase

The general solution is the automation of the whole system as shown below

Steps

Step 1 : Customer fills loan Application form by hand

If the customer would fill an electronic application form it would reduce this step by at least 4 minutes

Step 2 : Application processing

By using the Loan Origination System the process can be speeded up. It would take 3 minutes.

Step 3 : Credit checks and quality control

By applying the LOS also this process can speeded up to take up to 30 minutes.

Step 4 : final decision by branch managers department speeded up to 50 minutes

|  |  |  |  |
| --- | --- | --- | --- |
| No | Step of the process | Time | AVERAGE |
| 1 | Customer fills Loan Application form by | 3 to 5 minutes | 4 min |
| 2 | Application processing by loan officer | 1to 5minutes | 3minutes |
| 3 | Credit checks and quality control by credit &quality control department | 20 to 40 minutes | 30 minutes |
| 4 | final decision by branch managers department | 40minutes to 1 hour | 50min |
|  | Total |  | 1h 27minutes |

Conclusion by current time and the results afrter reengineering.

Current time:

|  |  |  |  |
| --- | --- | --- | --- |
| No | Step of the process | Time | AVERAGE |
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|  | Total |  | 2D 10 h 45 min |

Resuts afrter reengineering:

|  |  |  |  |
| --- | --- | --- | --- |
| No | Step of the process | Time | AVERAGE |
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