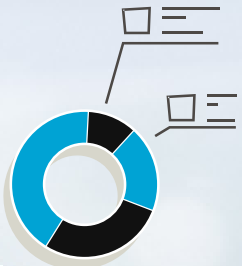




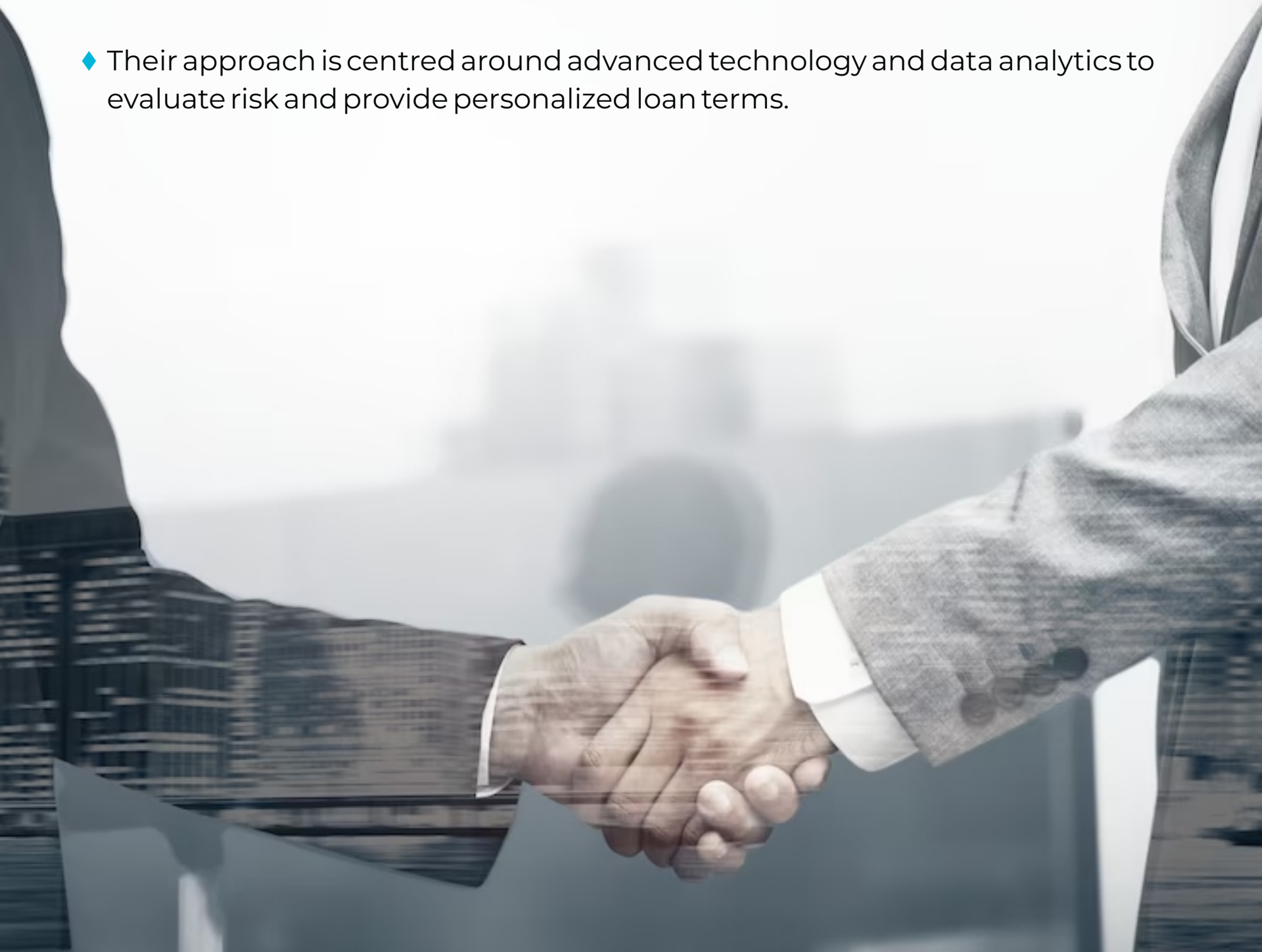
SoftWorks
Technologies
- Being Innovative -



Case Study

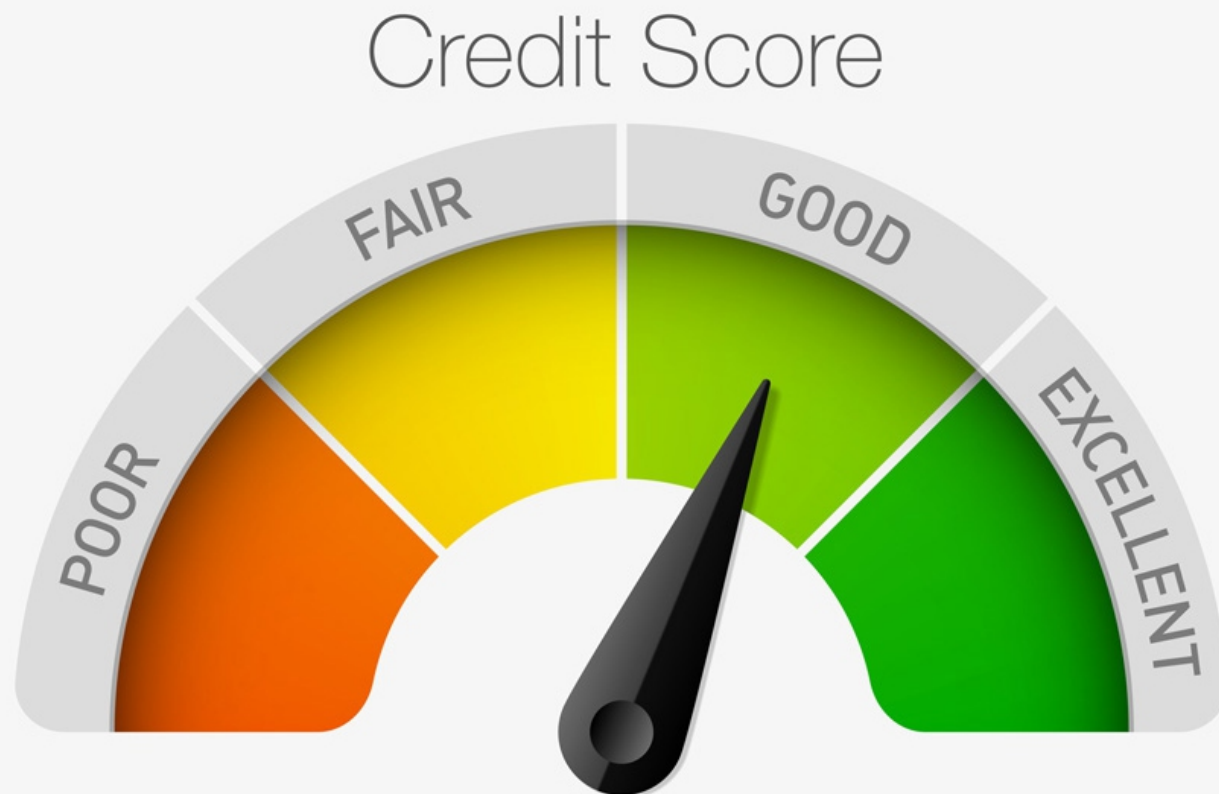
About the Client:

- ◆ The client is a mid-sized Financial Technology company that provides lending services to customers through an online platform.
- ◆ The client's mission is to offer borrowers a fast and convenient way to access credit while prioritizing customer service and transparency.
- ◆ Their approach is centred around advanced technology and data analytics to evaluate risk and provide personalized loan terms.



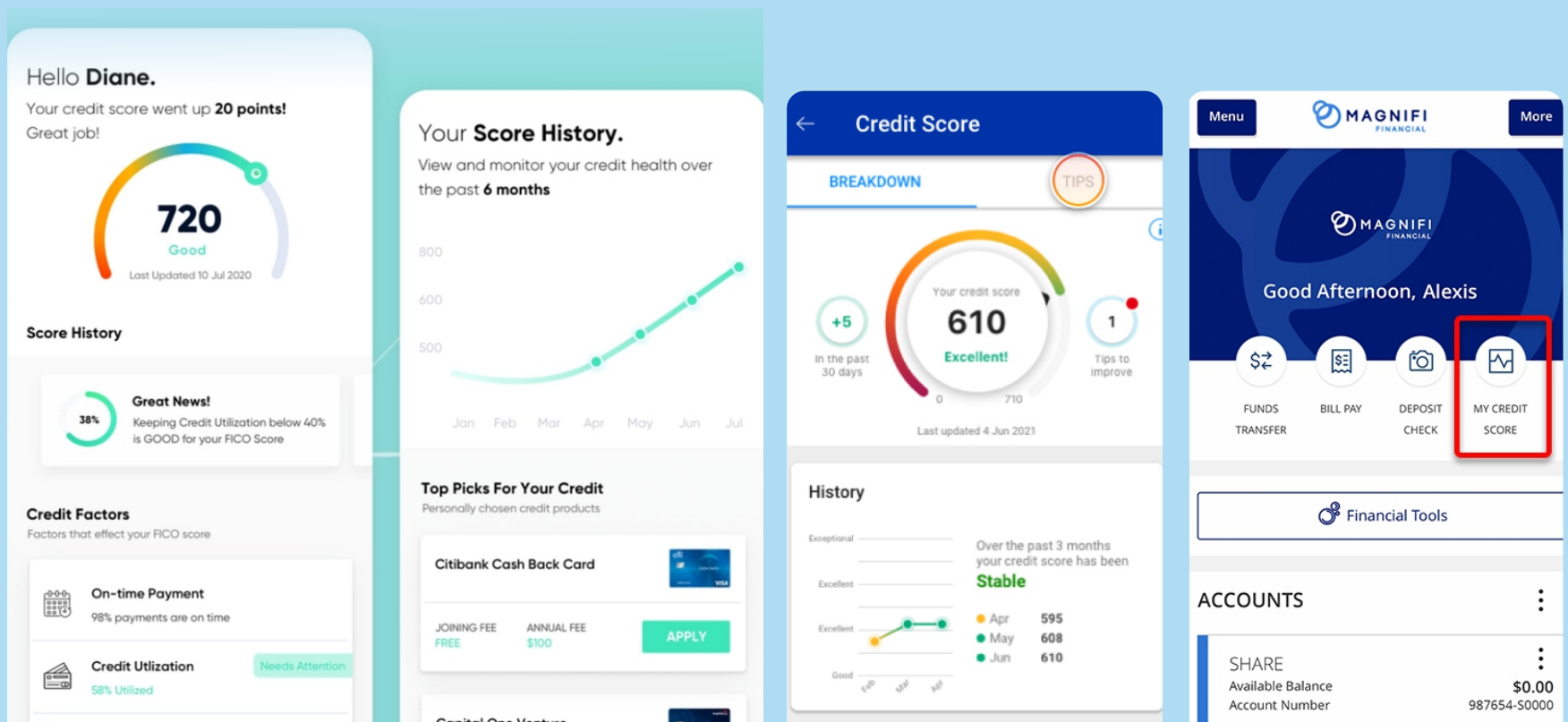
The challenge :

- 🎯 A multi-faceted application was required to be created from scratch to undertake the complex task of calculating credit scores for users in the USA and displaying the scores in a user-friendly manner while adhering to all legal, privacy and banking regulations of the USA.
- 🎯 The task was complex and required a deep understanding of data analysis and risk evaluation for sensitive data.
- 🎯 A deep and intelligent system that allows users to provide consent for full-fledged access to financial data while ensuring that the end-user data was not compromised.
- 🎯 The versatility of the application was to be experienced by the end-user on desktop browsers and mobile devices with a completely engaging, interactive, and responsive UI.



The solution :

- 💡 A Progressive Web Application (PWA) that could be accessed via web browsers and installed as an application on mobile devices, having an auto-fit UI with a tight back end providing a seamless experience for users.
- 💡 Additional supporting APIs to extract data from different financial institutions, while ensuring data is protected always were implemented through a checkbox.
- 💡 One-click auto-fill feature for relevant information fields, making the process of filling out information faster and more convenient for users.
- 💡 Agile methodology allowed easy implementation of the solution, while multiple UI mock-ups were created to give the client a better understanding of the design.
- 💡 An internal closed group survey was conducted before the end of every milestone, and feedback and changes were carefully implemented, allowing a significant reduction in response time.



Benefits :

SoftWorks clever and streamlined approach allowed the client to start using the app and serving their customers sooner than expected, increasing cost efficiency.

- ◆ SoftWorks built the app based on the pain points experienced by the customers which ensured that the App will be an end-to-end solution for the banking & financial services client.
- ◆ A streamlined communication process ensured that the app was developed to the client's exact specifications and delivered on time, without any delays.
- ◆ The working proof-of-concept application that SoftWorks developed saved the client both time and effort, allowing stakeholders to provide suggestions and feedback that could be incorporated into the app, ultimately resulting in a final product that was truly user-centric and met the needs of the client and the customer.



