

Project Title: FinSmart CRM – Loan & Customer Relationship Management System

Industry: Banking & Financial Services

Target Users: Loan Officers, Customers, Risk Analysts, and Bank Managers

Problem Statement:

A leading bank receives thousands of loan applications every month across different channels such as branch offices, online forms, and partner agencies. However, the loan approval and repayment management process faces multiple challenges:

- Loan application intake and approvals are **manual and time-consuming**, leading to delays.
- Repayment schedules are **not tracked efficiently**, causing high default risks.
- Customers do not receive **personalized offers** based on their credit history and past transactions.
- Managers lack **real-time visibility** into portfolio risk, loan performance, and defaulter trends.

Phase 1: Problem Understanding & Industry Analysis

1. Requirement Gathering

The banking institution currently faces multiple operational challenges:

- Manual loan application intake through branches and online forms results in **delays in approval processing**.
- Repayment schedules are maintained in **separate systems**, causing **missed follow-ups and defaults**.
- Customers do not receive **personalized loan offers**, limiting engagement.

- Managers lack **real-time visibility** into loan portfolio performance and risks.

The key requirements identified are:

- Automate **loan intake and approval workflows**.
- Provide **customer self-service portals** for loan tracking and document uploads.
- Automate **repayment reminders and overdue alerts**.
- Integrate with **credit bureau APIs** to validate credit scores.
- Create **dashboards** for loan performance, defaults, and revenue tracking.

2. Stakeholder Analysis

- **Customers (Borrowers):** Need a transparent and fast loan application process, repayment reminders, and personalized offers.
- **Loan Officers:** Require tools to manage loan applications, verify documents, and handle escalations efficiently.
- **Risk Analysts:** Need insights into credit history, defaulter trends, and portfolio risks.
- **Managers:** Require real-time dashboards on loan approvals, repayments, defaults, and revenue growth.
- **System Admin/Developers:** Need clear data models, automation, and integrations to ensure smooth operations.

3. Business Process Mapping

Current Process:

Loan Application (manual form) → Document Verification (offline) → Credit Check (delayed) → Manager Approval → Disbursement → Repayment Tracking (manual).

Proposed Salesforce-Enabled Process:

Loan Application (online portal) → Automated Document Verification → Real-time Credit Bureau Check → Automated Approval Workflow → Loan Disbursement → Repayment Reminders (Flows/Email/SMS) → Portfolio Dashboards.

4. Industry-specific Use Case Analysis

In the **Banking & Financial Services** industry, digital loan management systems are standard for improving efficiency. Competitors use advanced CRM solutions for:

- **Faster loan approvals** through automation.
- **Lower default rates** with repayment reminders.

- **Higher customer satisfaction** via self-service portals.
- **Cross-selling opportunities** using personalized offers.

FinSmart CRM will bring these industry best practices into the bank's operations.

5. AppExchange Exploration

Relevant Salesforce AppExchange apps to consider:

- **Credit Bureau Integration Apps** (for credit score checks).
- **Payment Gateway Connectors** (for EMI collection).
- **Document Management Apps** (for KYC storage).
- **Banking Analytics Dashboards** (pre-built loan performance reports).