# Digital Banking CRM – Loan & Customer Relationship Management System

## Phase 1: Problem Understanding & Industry Analysis

### 1. Industry Overview – Banking & Finance

The banking and financial services industry is undergoing rapid digital transformation to enhance customer experience, improve compliance, and reduce operational inefficiencies. Retail banks manage millions of customer accounts, loans, and credit card transactions daily. Challenges include fragmented onboarding processes, manual loan approvals, compliance risks, and lack of visibility into customer relationships. Salesforce CRM provides a robust solution to unify financial data, automate loan workflows, and enable a 360° view of customer engagement.

### 2. Business Problem Statement

A mid-sized retail bank offers savings accounts, credit cards, and personal loans. However, the customer onboarding process is lengthy and fragmented, loan applications are tracked manually, and customer support lacks visibility into complete financial history. As a result:  
  
- Loan approvals are delayed due to manual verification  
- Customers face repeated queries for documents and status updates  
- Relationship managers miss opportunities for cross-selling (e.g., offering credit cards to loyal depositors)  
- Compliance tracking for KYC/AML is error-prone  
- Lack of real-time insights into loan portfolio performance and customer churn

### 3. Objectives of the Salesforce Solution

The bank wants to implement Salesforce CRM to achieve the following objectives:  
- Automate onboarding & loan application workflows  
- Centralize customer financial profiles  
- Provide 360° visibility into all accounts, loans, and interactions  
- Streamline compliance checks (KYC/AML)  
- Enable predictive insights for cross-selling/upselling  
- Improve customer experience with real-time updates

### 4. Why Salesforce for Banking & Finance?

Salesforce CRM provides tailored solutions for the banking sector:  
- Customer 360° View – Unified financial profiles, loan history, and product ownership  
- Automation – Automate KYC verification, loan approval workflows, and notifications  
- Case Management – Handle loan, card, and account-related queries efficiently  
- Reports & Dashboards – Track loan performance, compliance, and customer lifetime value  
- Integration – Connect with credit bureaus, payment gateways, and KYC/AML verification APIs  
- Security – Role-based access ensures secure handling of sensitive financial data

### 5. Expected Impact

By implementing Salesforce CRM, the bank can expect:  
- Faster loan approvals through automation  
- Enhanced customer experience with real-time status updates  
- Improved compliance with automated KYC/AML checks  
- Increased cross-selling and upselling opportunities  
- Better visibility into portfolio performance and customer churn  
- Stronger customer loyalty and retention

## Phase 2: Use Cases

Key Salesforce CRM use cases for the banking and financial services industry include:  
  
1. Customer Onboarding  
- Capture new account opening requests from website, branch, and mobile app  
- Automate KYC verification and document uploads  
- Notify customers of onboarding progress  
  
2. Loan Management  
- Accept loan applications online  
- Automate approval workflows based on credit score, eligibility, and compliance checks  
- Track disbursal and repayment schedules  
  
3. Customer Support (Case Management)  
- Handle queries related to loans, card transactions, or account issues  
- Auto-route cases to the right department (loans, cards, deposits)  
- SLA monitoring for timely resolution  
  
4. Cross-Selling & Campaigns  
- Identify eligible customers for new products  
- Run personalized campaigns via SMS/Email  
- Track conversion rates and campaign ROI  
  
5. Compliance Management  
- Automate KYC/AML checks during onboarding and transactions  
- Maintain compliance audit trails  
- Generate regulatory reports  
  
6. Reporting & Dashboards  
- Loan approval pipeline visibility  
- Customer lifetime value (CLV) and churn analysis  
- Compliance dashboards for KYC/AML checks  
- Portfolio performance by region/product

## Phase 3: Salesforce Tools Involved

Admin Side  
- Objects: Leads, Accounts, Contacts, Opportunities, Cases, Loans (Custom Object)  
- Automation: Workflow Rules, Approval Processes, Validation Rules, Assignment Rules  
- Reports & Dashboards  
- Security: Profiles, Roles, Permission Sets, Sharing Rules  
  
Developer Side  
- Apex Triggers (e.g., auto-send loan approval/decline notification)  
- Lightning Web Components (Loan Application Portal, Compliance Check Component)  
- API Integrations (Credit Bureau, Payment Gateways, KYC/AML Verification APIs)  
- Custom Objects (Loans, Repayments, KYC Records)