Journey of Lead to Prospect and Prospect to Customer

HSBC PWS

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Revision History

Date	Prepared By	Reviewer & Date of Review	Approver & Date of Approval	Version	Change Details
29-Aug-2022	Rahul Anand	Swati Raman 30-Aug-2022	Vinay Kumar 31-Aug-2022	1.0	Base Version
10 Oct 2023	Siddharth Anand	Pavan Kallur 11 Oct 2023		1.1	Further revision

Distribution List

Team	Person

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1. Introduction

The purpose of this document is to guide the Users through the Lead to Prospect and Prospect to Customer journey. This document will expand upon the functionalities on lead and prospect management

A Lead can be a potential buyer of a product or recipient of communication for marketing programs. They can be New to Wealth customers, Existing Wealth customers, or New to bank customers. Leads can be on-boarded onto Wealth Qube through the Lead Workspace, Automatic Lead Generation or Upload. Onboarding a Lead through the Lead Workspace will be covered in this document. Automatic Lead Generation and Lead Upload are covered in the Journey of Lead and Campaign Management document

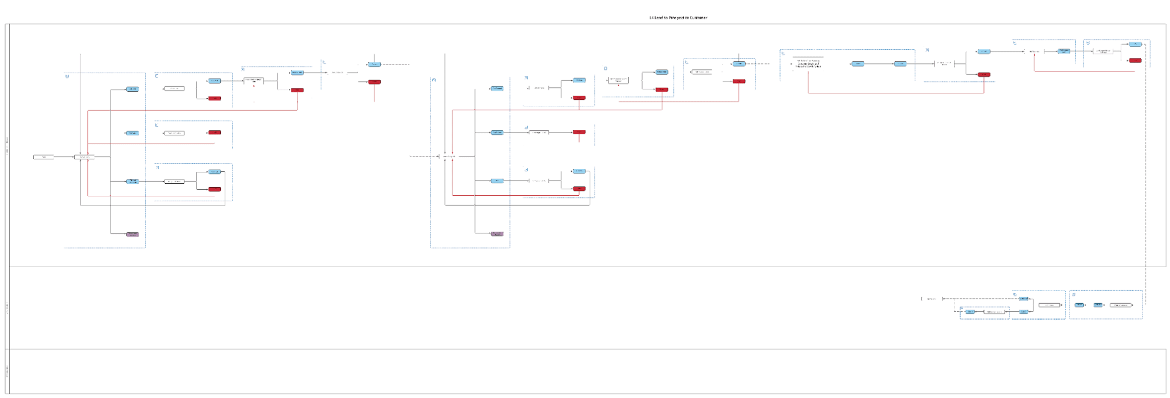
A Prospect is a qualified lead or has a relatively high potential to be a wealth customer. They can be New to Wealth Customers or New to Bank Customers. Prospects can be on boarded onto Wealth Qube through the Prospect Workspace

A Customer is an entity who needs services from the bank for their financial and investment needs. For an entity to become a customer, they should be on boarded into the wealth system

S No	Process	Reference Document
1	Legal Entity Maintenance	Journey of Defining Maintenance
2	Service Group Maintenance	Journey of Defining Maintenance
3	Service Unit Maintenance	Journey of Defining Maintenance
4	Role Maintenance	Journey of Defining Maintenance
5	Branch Maintenance	Journey of Defining Maintenance
6	Users to Maintenance	ARX Manual, Journey of Defining Maintenance
7	Campaign Creation	Journey of Lead and Campaign Management

2. Flow Diagram

The below flow diagram reflects the process flow for the Lead to Prospect and Prospect to Customer Journey



Lead to Prospect and Prospect to Customer process flow diagram

Lead to Prospect to
Customer - L4.png

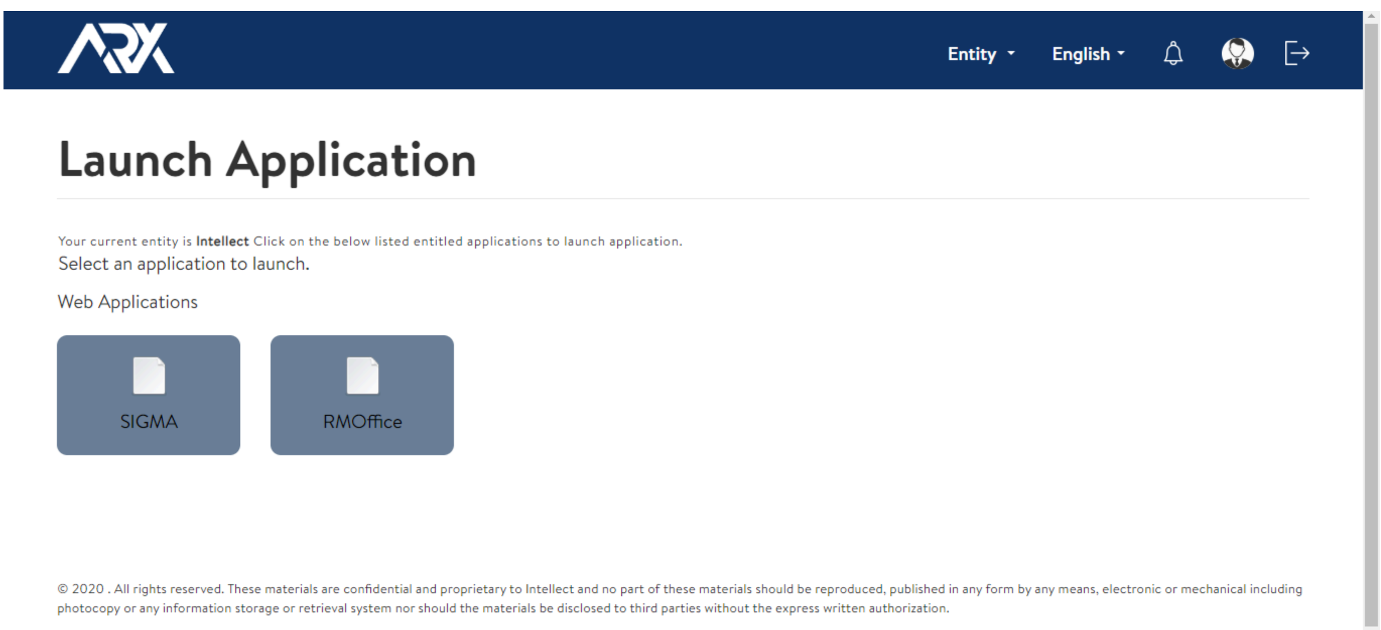
3. Process Description

3.1.Login

1. The user will launch the application and enter their login details

Screen: Application login

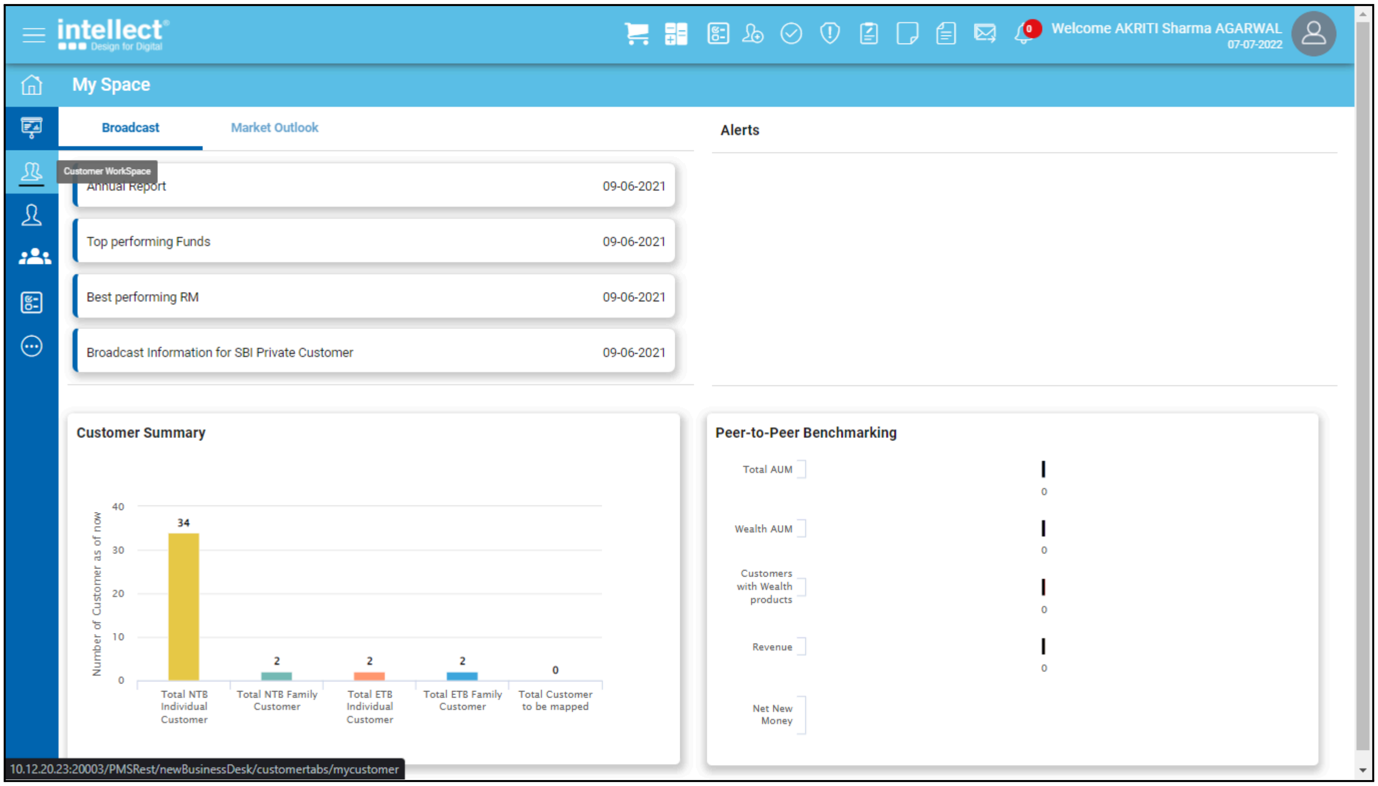
2. The User will then click on the "RM Office" icon to launch the RM Office



Screen: Click on RM Office

3.2.Manual Lead Creation

1. After the application loads up, the User clicks on the icon to navigate to the Customer Workspace

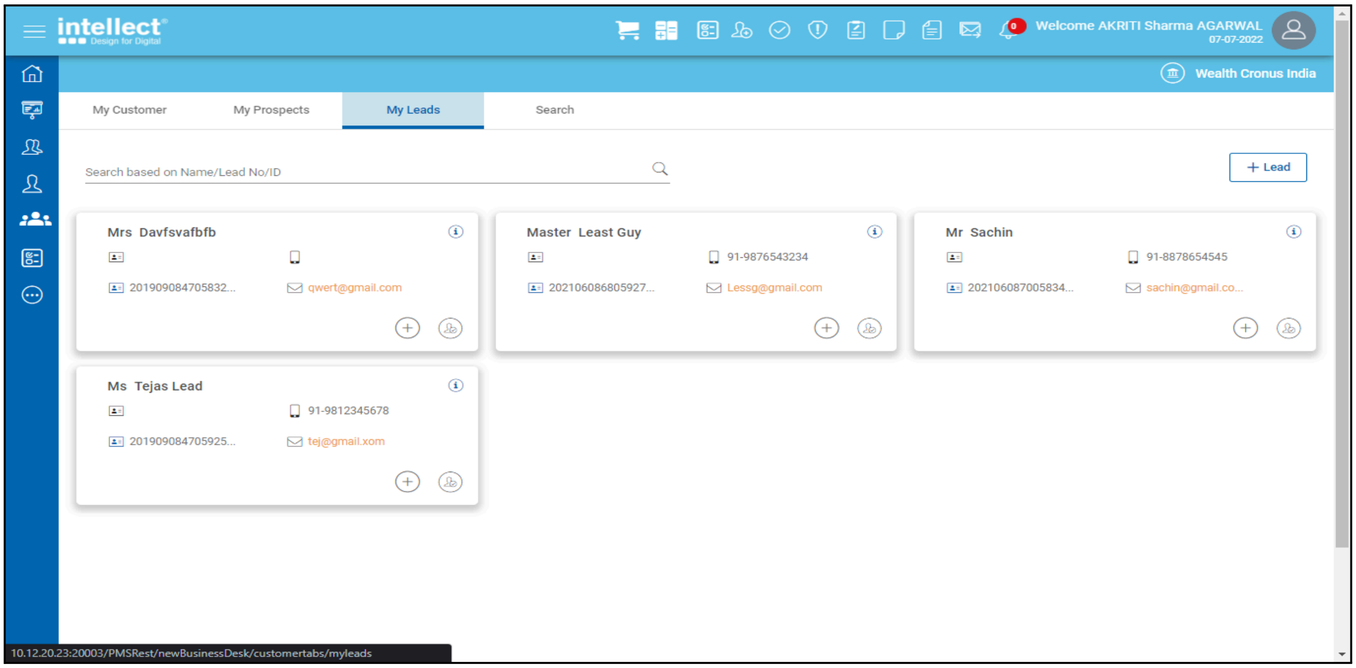


Screen: My Space

2. In the customer workspace, the user clicks on the "My Leads" tab

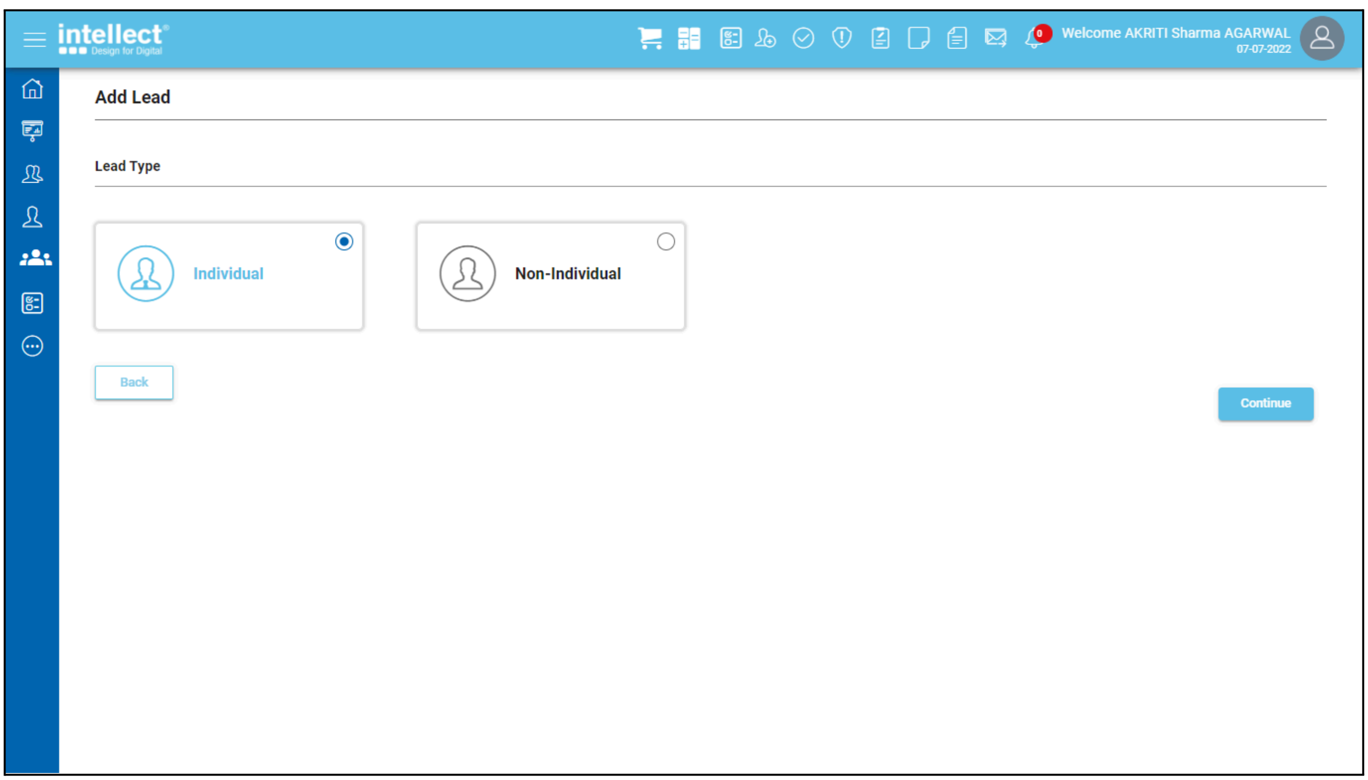
3. This tab displays all the leads that are currently tagged to the User. The User has the provision for searching a lead based on Name or Lead Number or ID

4. To add a new lead, the User needs to click on the "+Lead" button



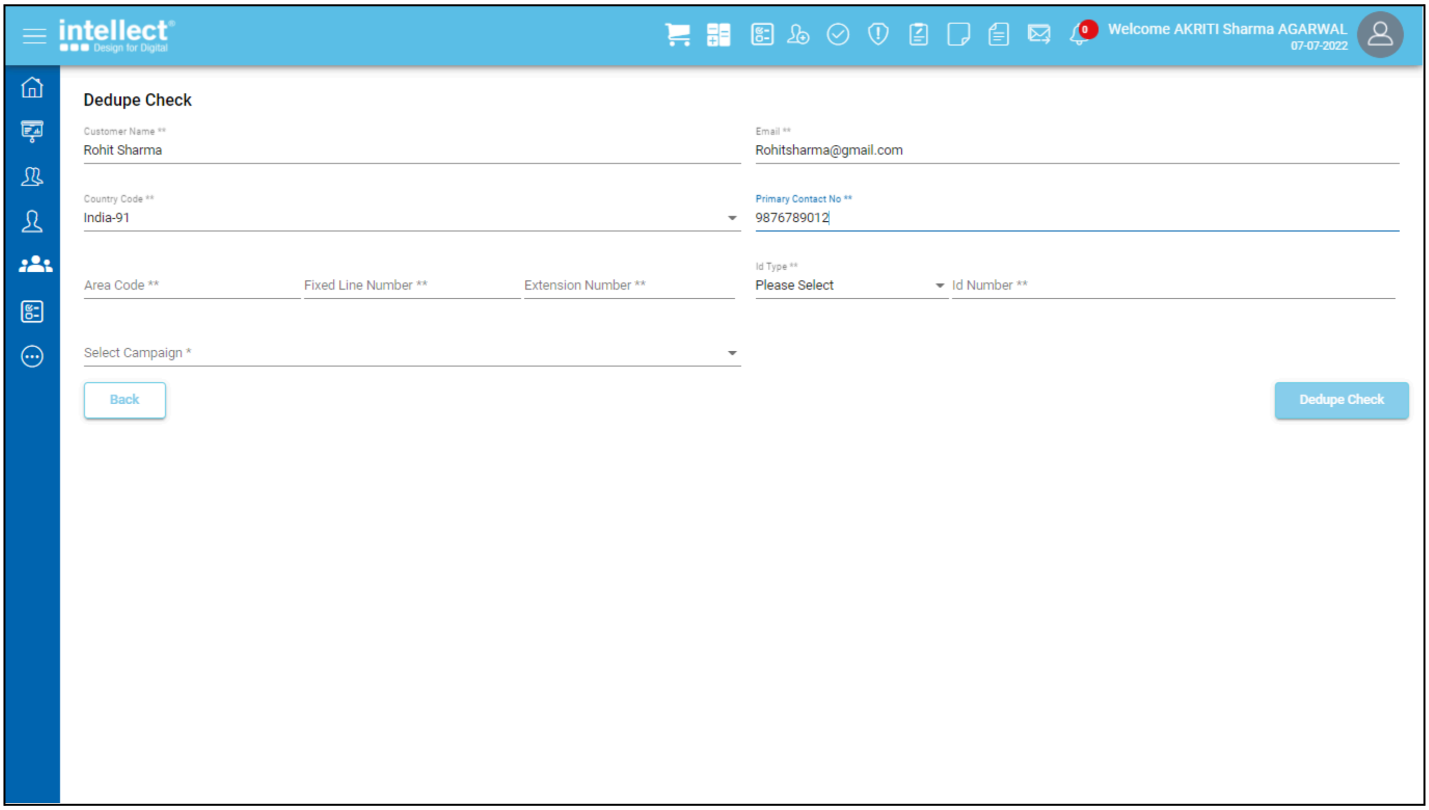
Screen: My Leads

5. After the user clicks on the +Lead button, the system prompts them to select the Lead type – Individual or Non-Individual. They should select Individual and click on Continue



Screen: Lead Creation – selection of lead type

6. After selecting the Lead type, the system navigates to the dedupe window. The dedupe checks validates the uniqueness of a lead in the system based on a set of predefined criterion



Screen: Lead Creation – Dedupe check

7. As per the dedupe criteria, there can be two types of dedupe validations

- Soft Stop – System will display a warning. The User can acknowledge the message and proceed forward
- Hard Stop – System will display an alert and stop the User from proceeding forward

De-Dupe Combination for Individual			
#	**Attributes**	**Soft Stop Combination**	**Hard Stop Combination**
1	Campaign ID + Mobile Number	Yes	No

The rest all matches on attributes such as customer name, email etc. soft stops and will allow the user to proceed

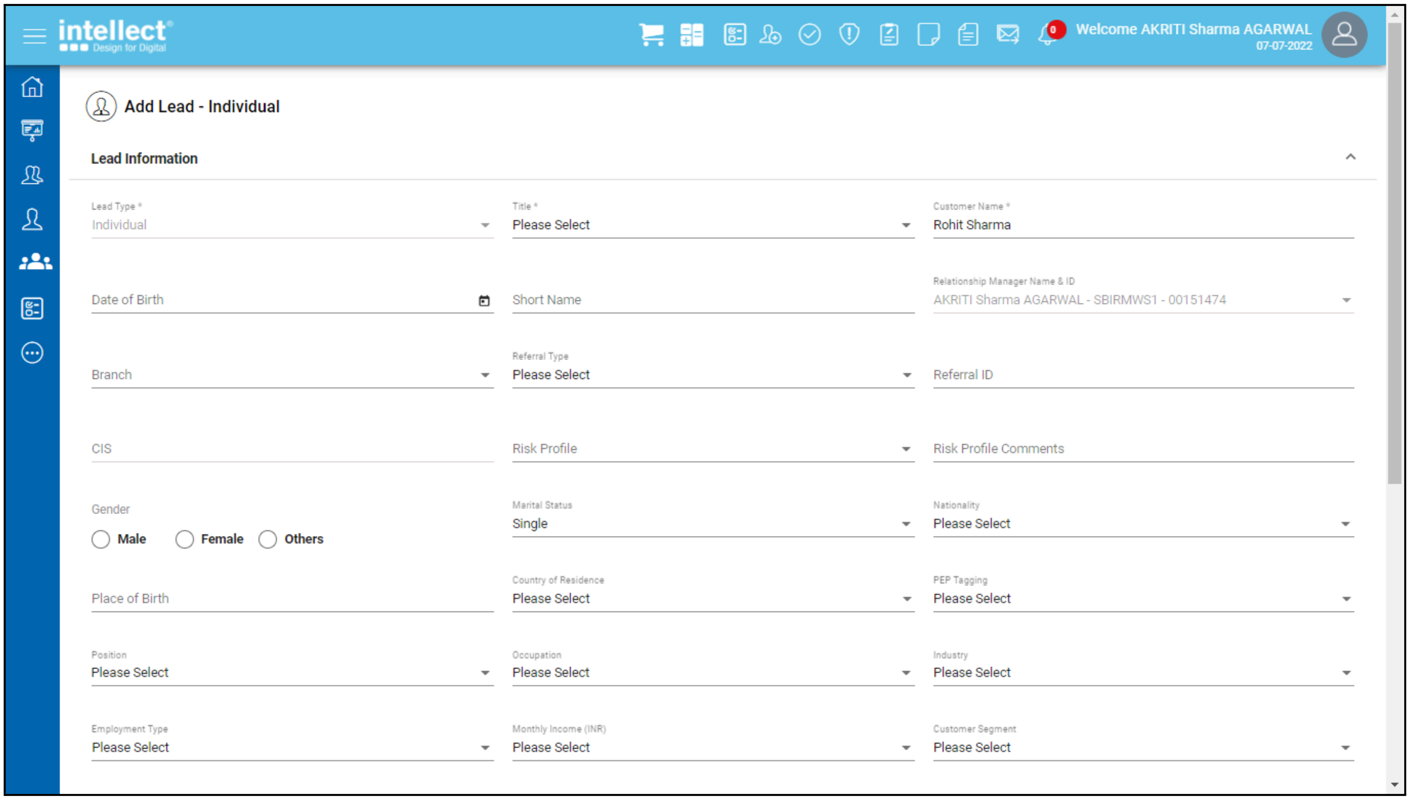
8. After successful dedupe validation, system navigates the User to the lead creation form

9. The lead creation form consists of 7 sections :

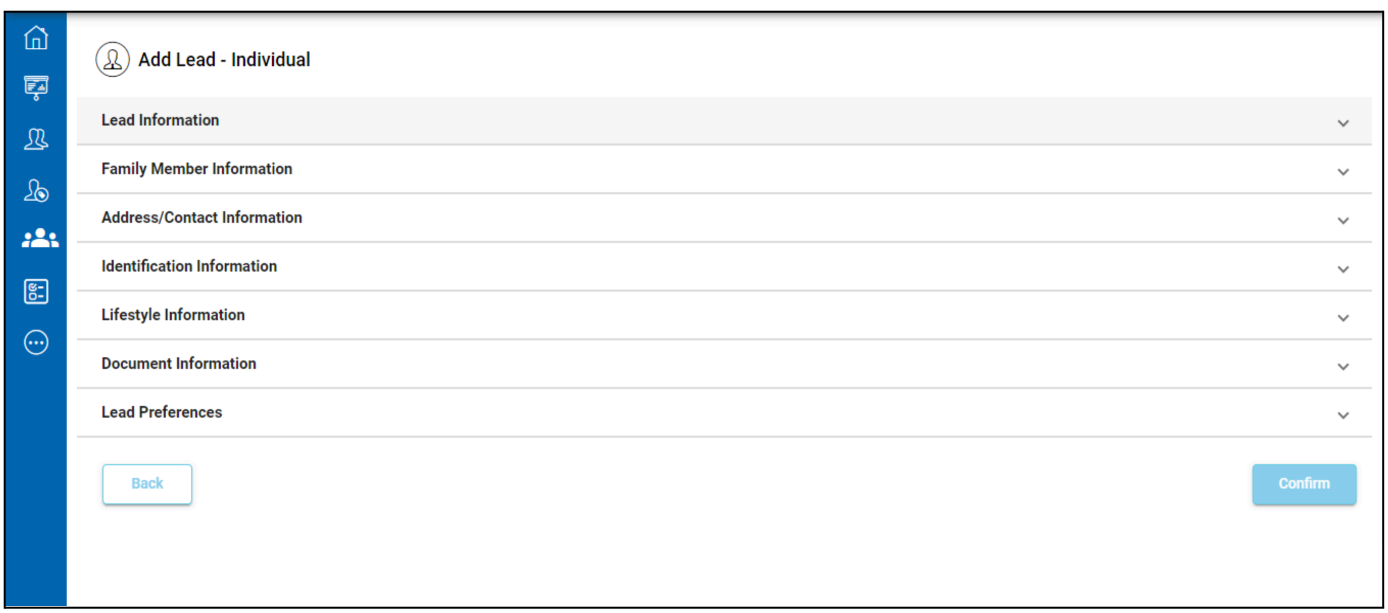
   a. **Lead Information** - The User can add personal details of the Lead such as Name, Date of Birth, Title etc.
   b. **Family Member Information** – The User can add Family member details of the Lead
   c. **Address/Contact information** – The User can add Address and Contact details for the Lead
   d. **Identification Information** – The User can add Identification details for the Lead such as Passport Number, National ID Number etc.
   e. **Lifestyle Information** – The User can capture the Lead's lifestyle information such as Hobbies/Interests, preferences etc.

f. **Document Information** – The User can add document related information for the Lead in this section
g. **Lead Preferences** – The User can capture the Lead's preferences in this section

10. The mandatory fields in the form are marked with *. After entering all the mandatory details, the User can click on the "Confirm" button to save the lead details in the system



Screen: Lead creation form

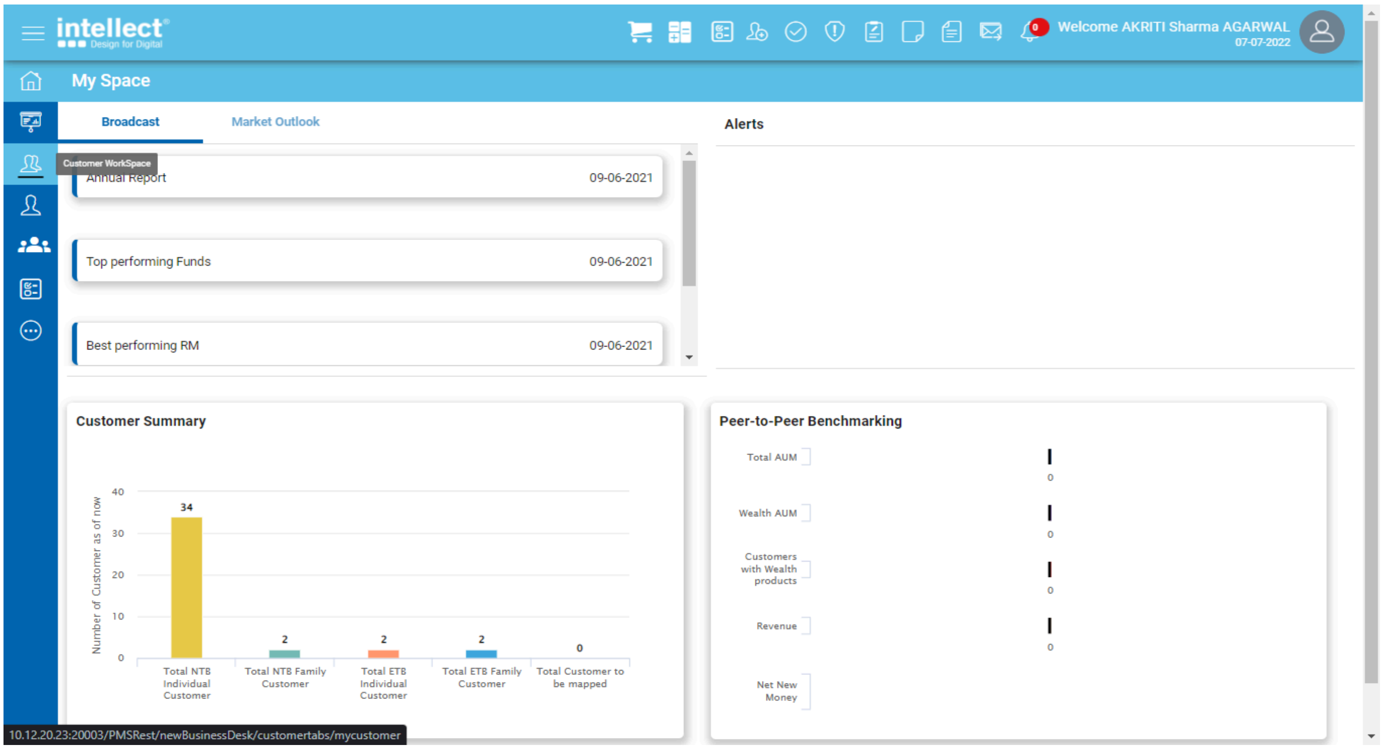


Screen: Sections of lead creation form

11. After saving the lead in the system, the same can be accessed from the My Leads tab

3.3.Manual Prospect Creation

1. The User clicks on the  icon to navigate to the Customer Workspace

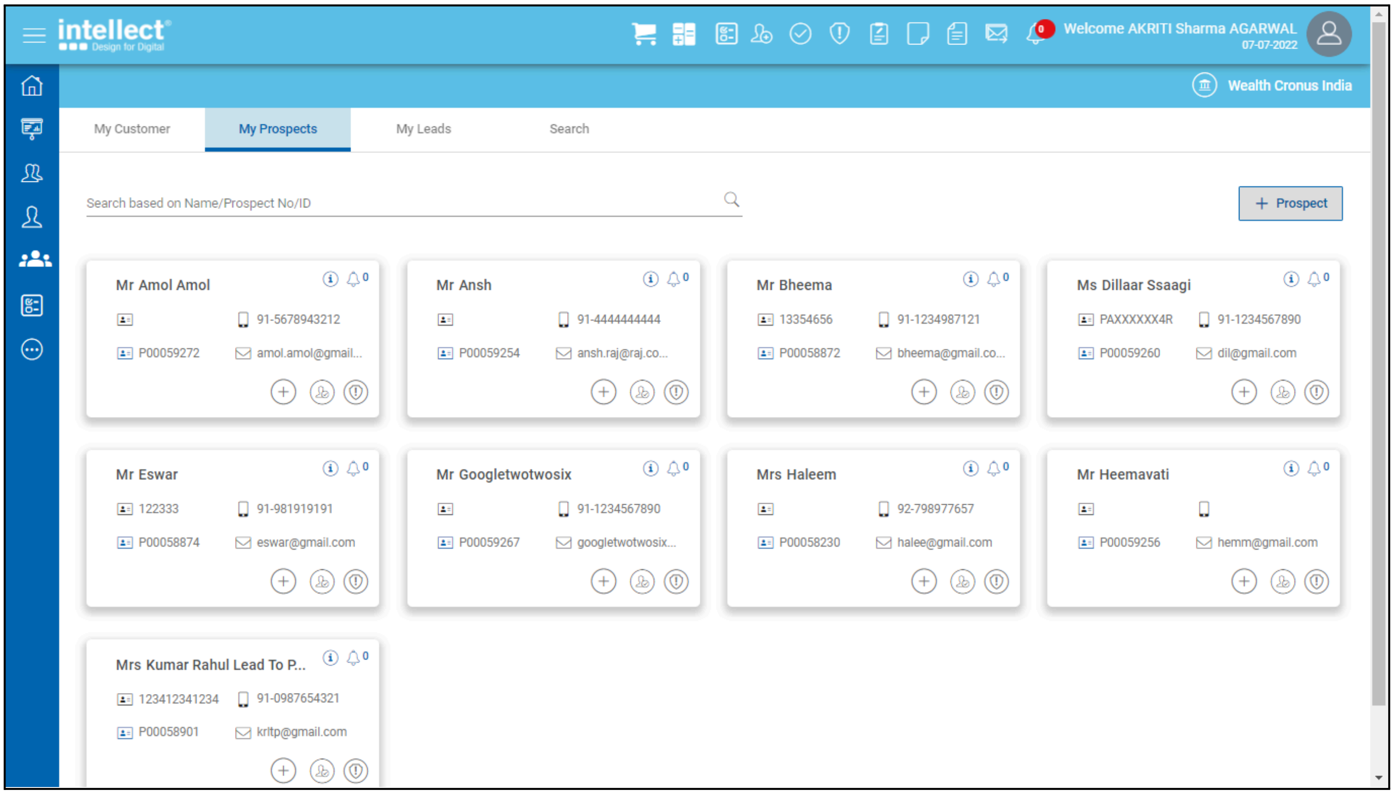


Screen: My Space

2. In the Customer Workspace, the User clicks on the “My Prospects” tab

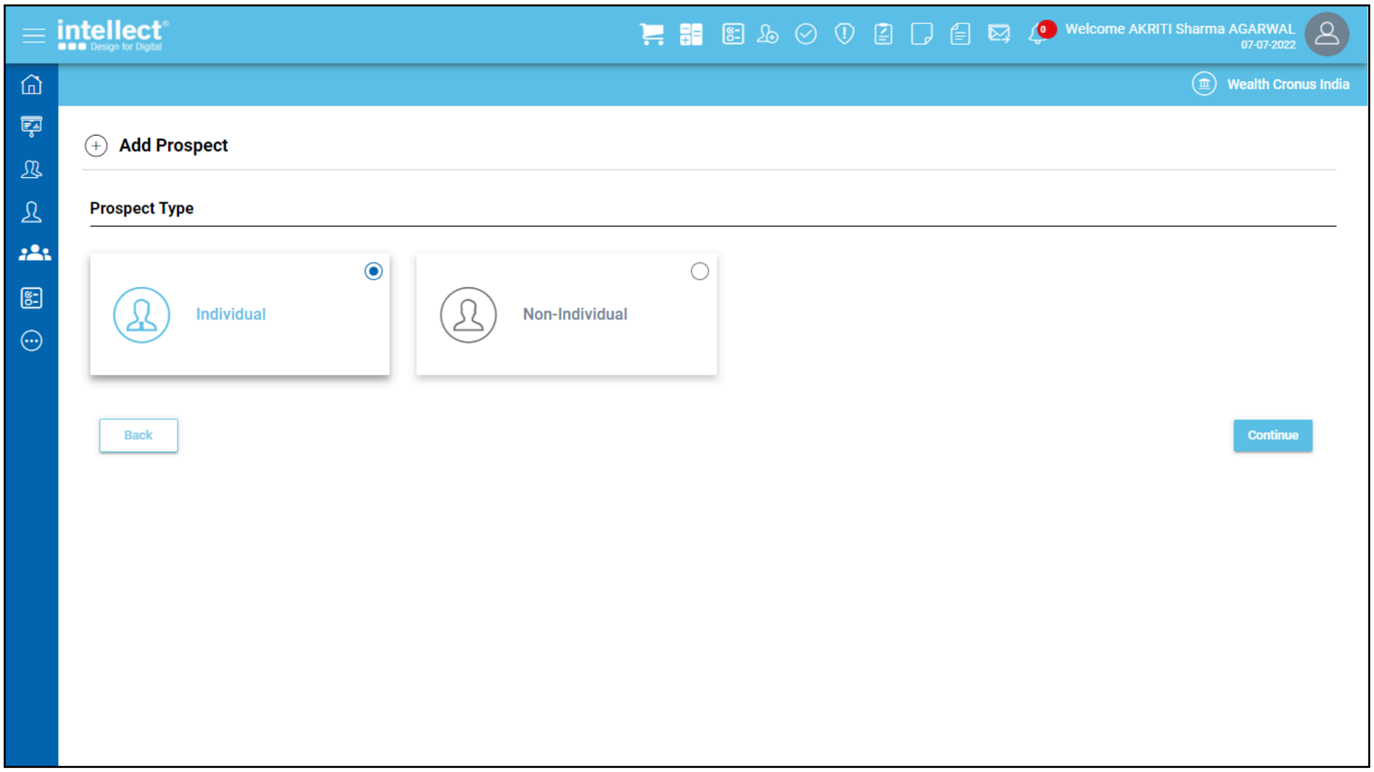
2. This tab displays all the prospects that are currently tagged to the User. The User has the provision for searching a prospect based on Name or Prospect Number or ID

3. To add a new prospect, the User clicks on the “+ Prospect” button



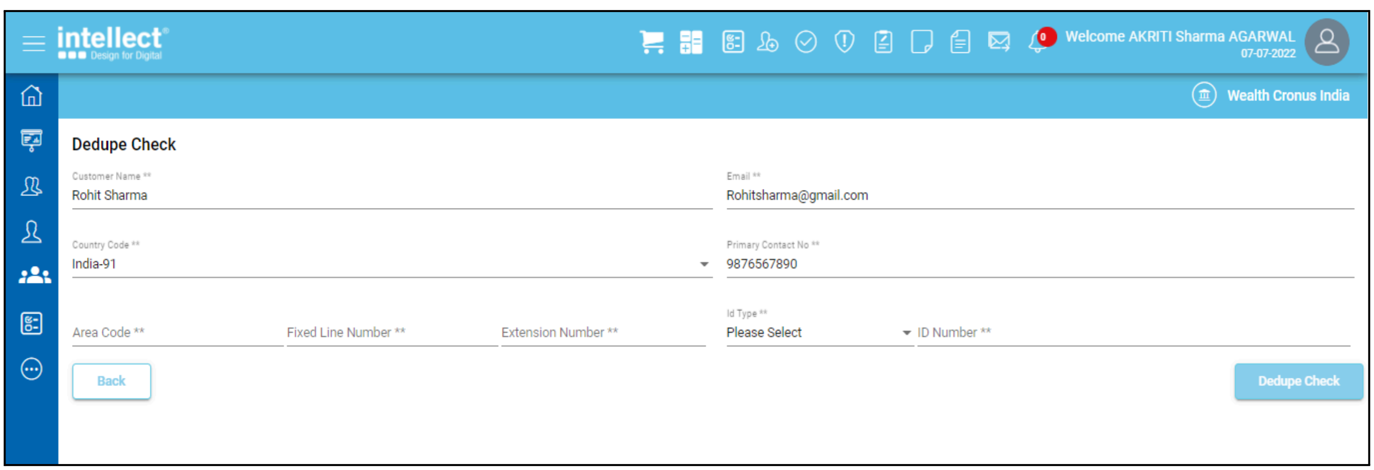
Screen: My Prospects

4. After the User clicks on the + Prospect button, the system prompts them to select the Prospect type – Individual or Non-Individual. User should select the Individual and Click on Continue



Screen: Prospect Creation – selection of prospect type

5. After selecting the prospect type, the system navigates to the dedupe window. The dedupe checks the uniqueness of a prospect in the system based on a set of predefined criteria



Screen: Prospect Creation – Dedupe check

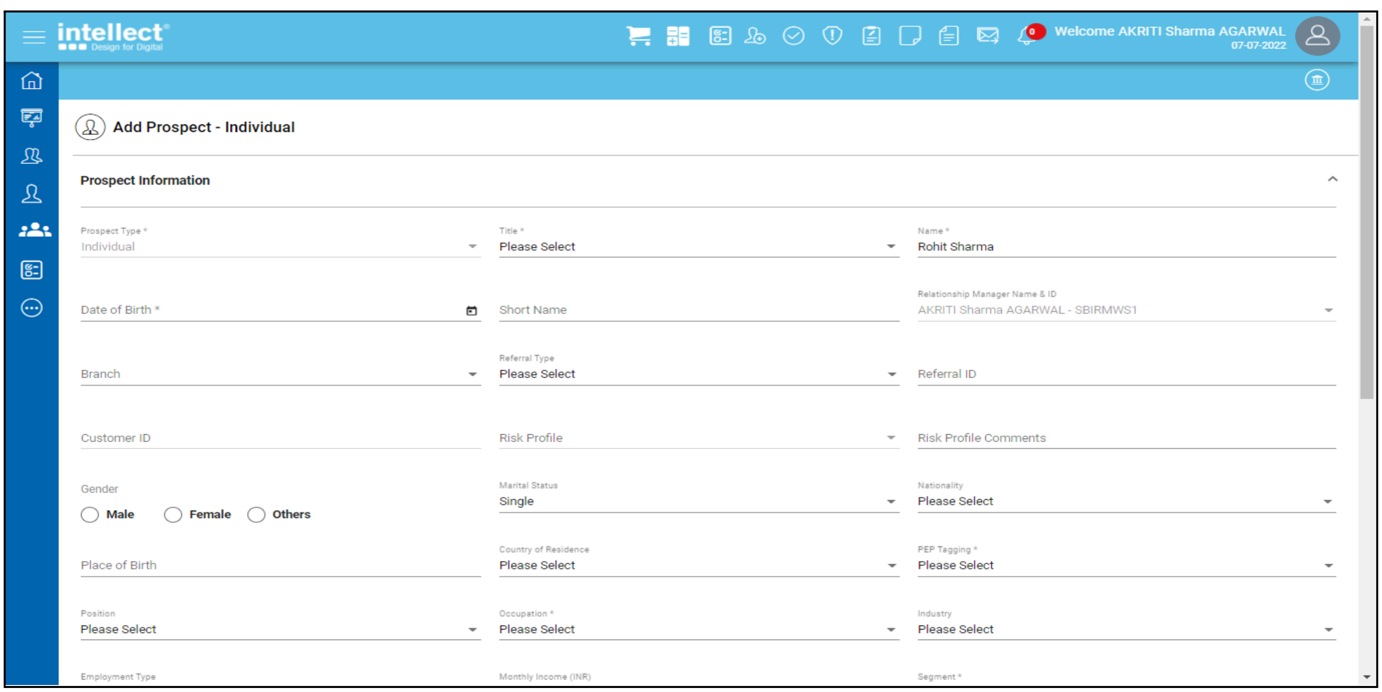
6. As per the dedupe criteria, there can be two types of dedupe validation
   - Soft Stop – System will display a warning. User can acknowledge the message and proceed forward
   - Hard Stop – System will display an alert and stop the user from proceeding forward

De-Dupe Combination for Individual			
#	Attributes	Soft Stop Combination	Hard Stop Combination
1	Mobile Number	No	Yes

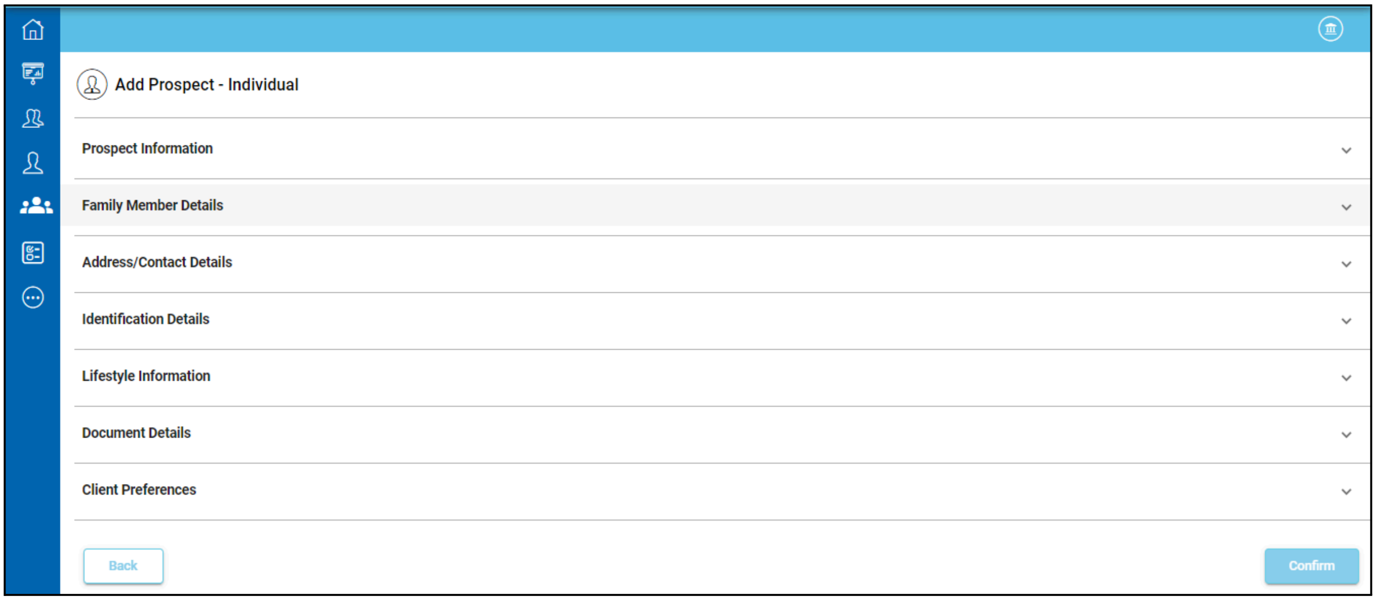
The rest all matches on attributes such as customer name, email etc. soft stops and will allow the user to proceed

7. After successful dedupe validation, the system navigates to the prospect creation form
8. The prospect creation form consists of 7 sections:
    a. **Prospect Information** - The User can add personal details of the Prospect such as Name, Date of Birth, Title etc.
    b. **Family Member Information** – The User can add Family member details of the Prospect
    c. **Address/Contact information** – The User can add Address and Contact details for the Prospect
    d. **Identification Information** – The User can add Identification details for the Prospect such as Passport Number, National ID Number etc.
    e. **Lifestyle Information** – The User can capture the Prospect's lifestyle information such as Hobbies/Interests, preferences etc.
    f. **Document Information** – The User can add document related information for the Prospect in this section
    g. **Client Preferences** – The User can capture the Prospect's preferences in this section

9. The mandatory fields in the form are marked with *. After entering all the mandatory details, the User can click on the Confirm button to save the prospect details in the system



Screen: Prospect Creation Screen

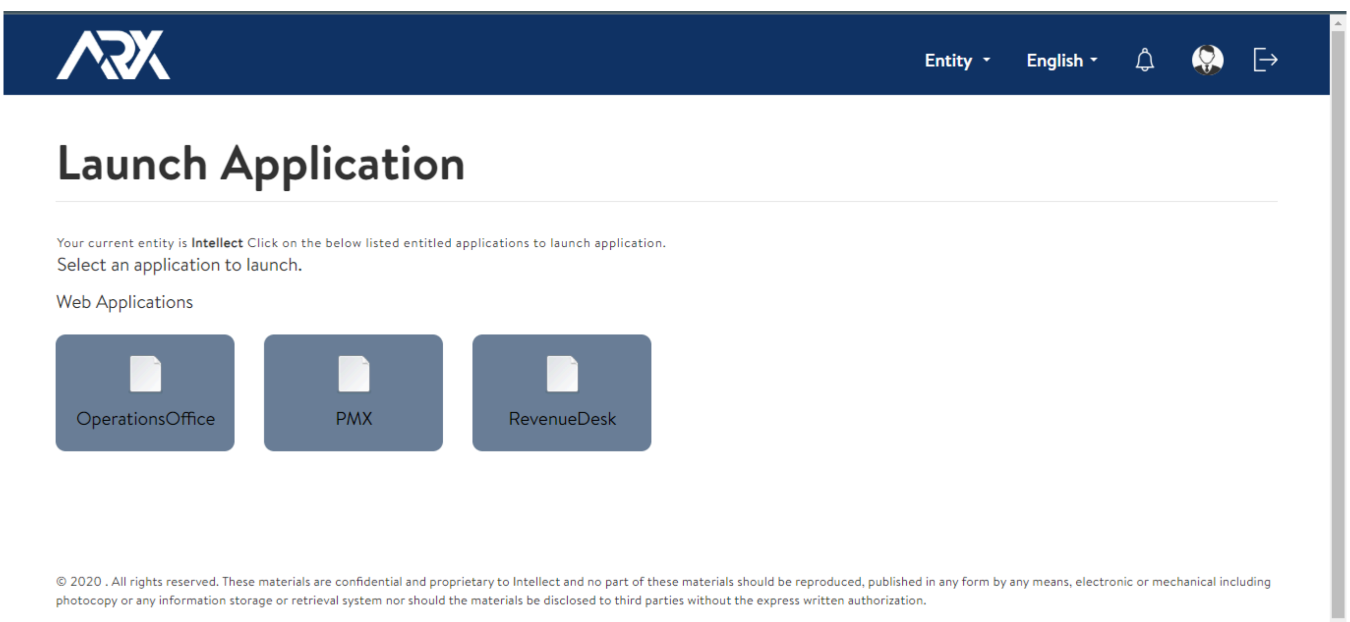


Screen: Section of prospect creation screen

10. After saving the prospect in the system, the same can be accessed from the My Prospects tab
11. Prospects can also be uploaded in the system in the RM pipeline

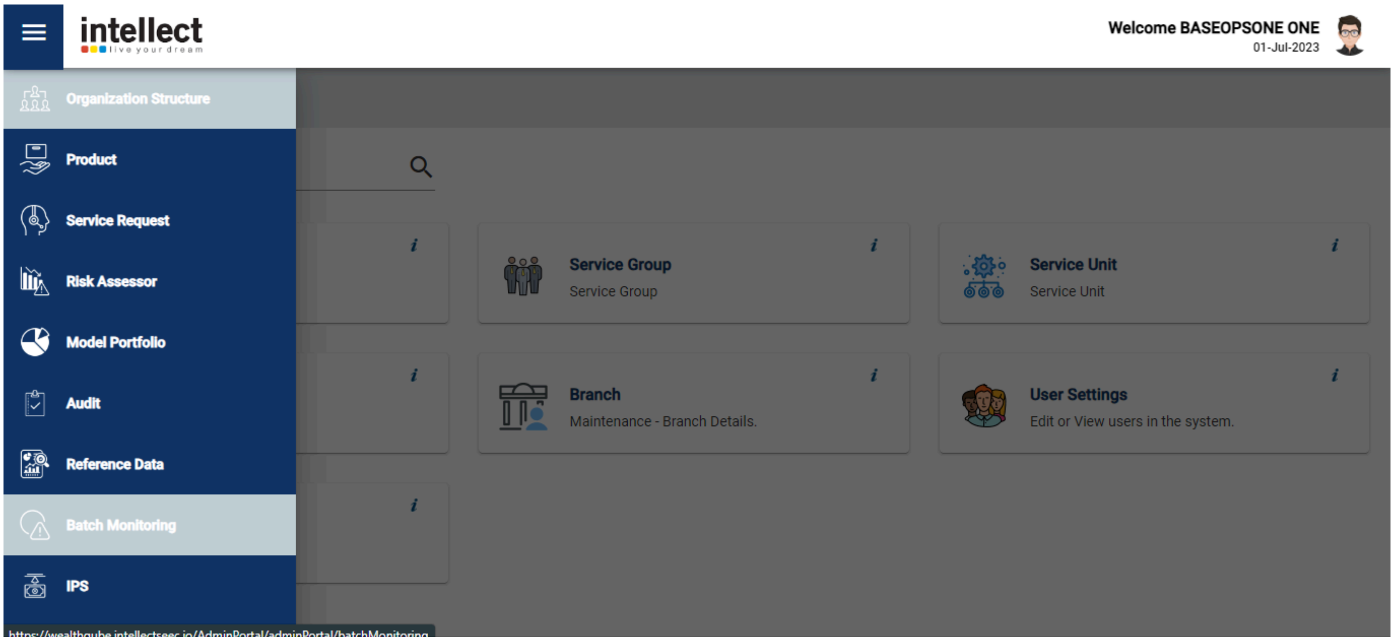
3.4.Bulk Prospect Upload

The user can upload the prospect list collected from a third party system or core banking to add prospects in the RM pipeline. For this they need to login to the Operations Office

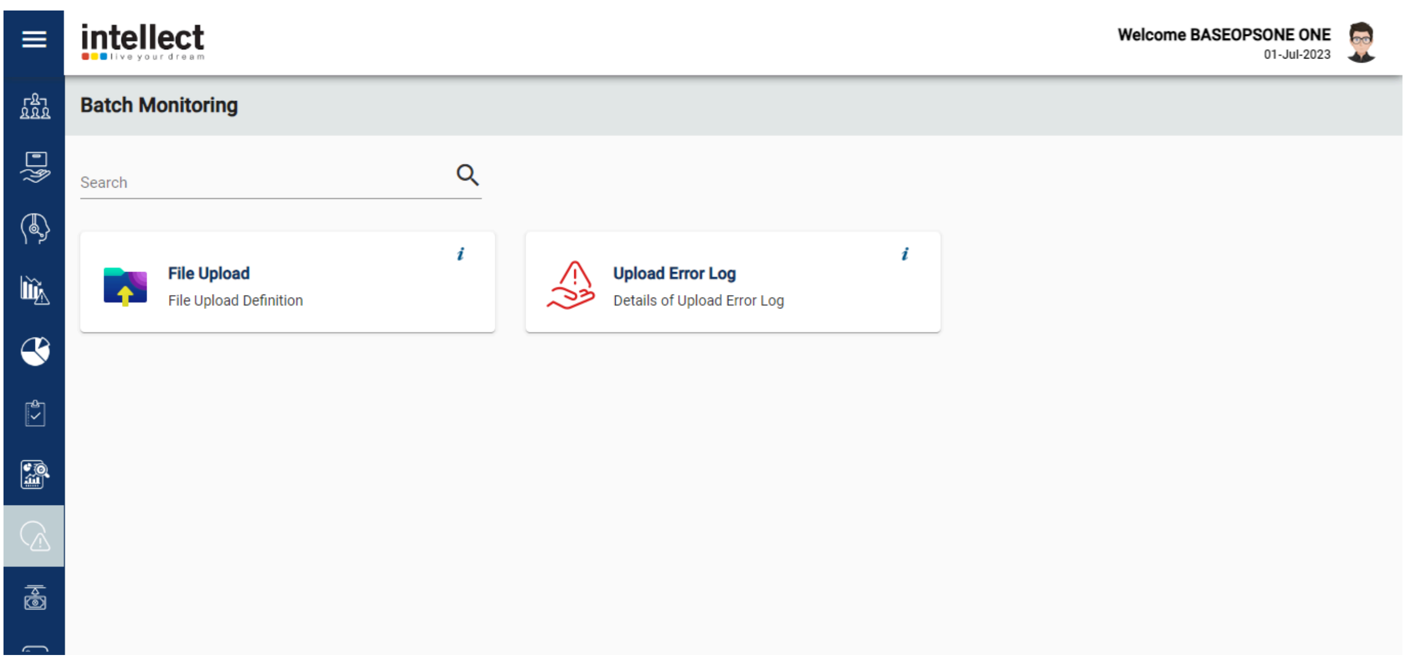


Screen: Launch Operations Office

1. User hovers on the “Batch Monitoring” menu and selects the “File Upload” sub menu

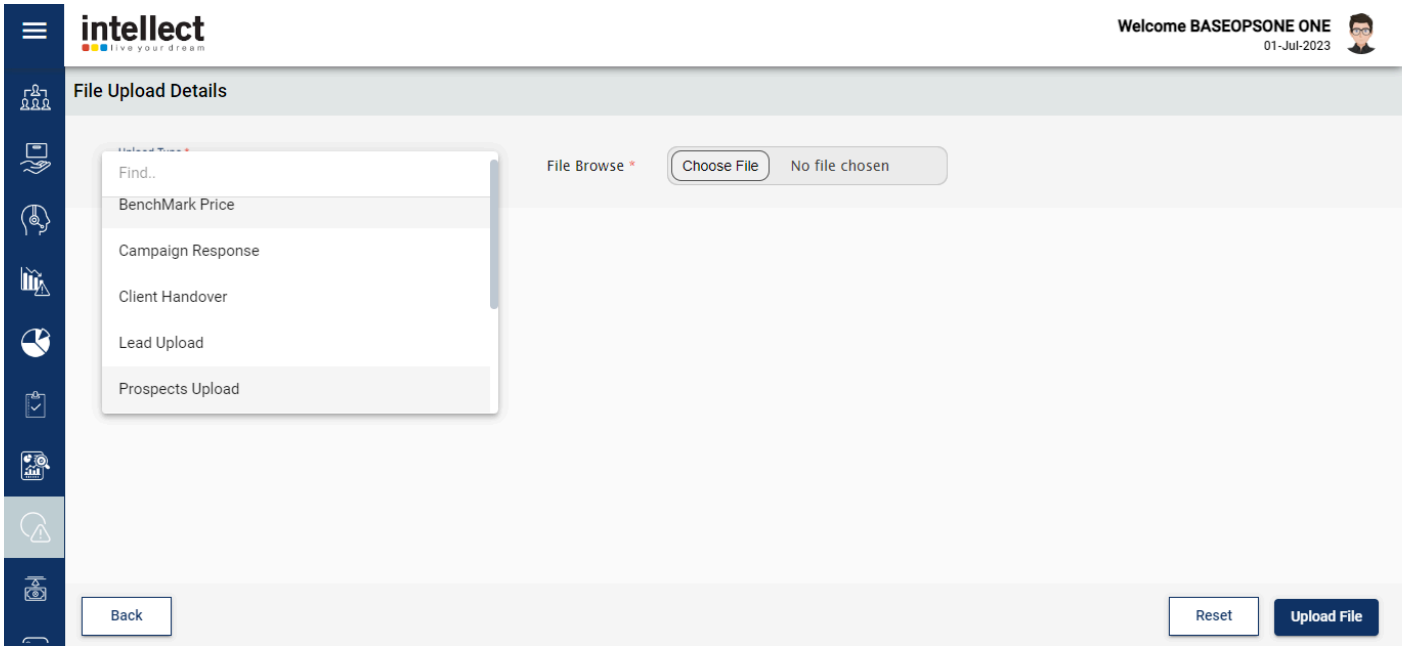


Screen: Select Batch Monitoring



Screen: Select File Upload

2. User selects the “Prospects Upload” dropdown in the Upload Type field and clicks on “Choose File” to select the prospect list file (.xls) to be uploaded. Once this is done they then click on “Upload File” The upload format for Prospect Upload is as below



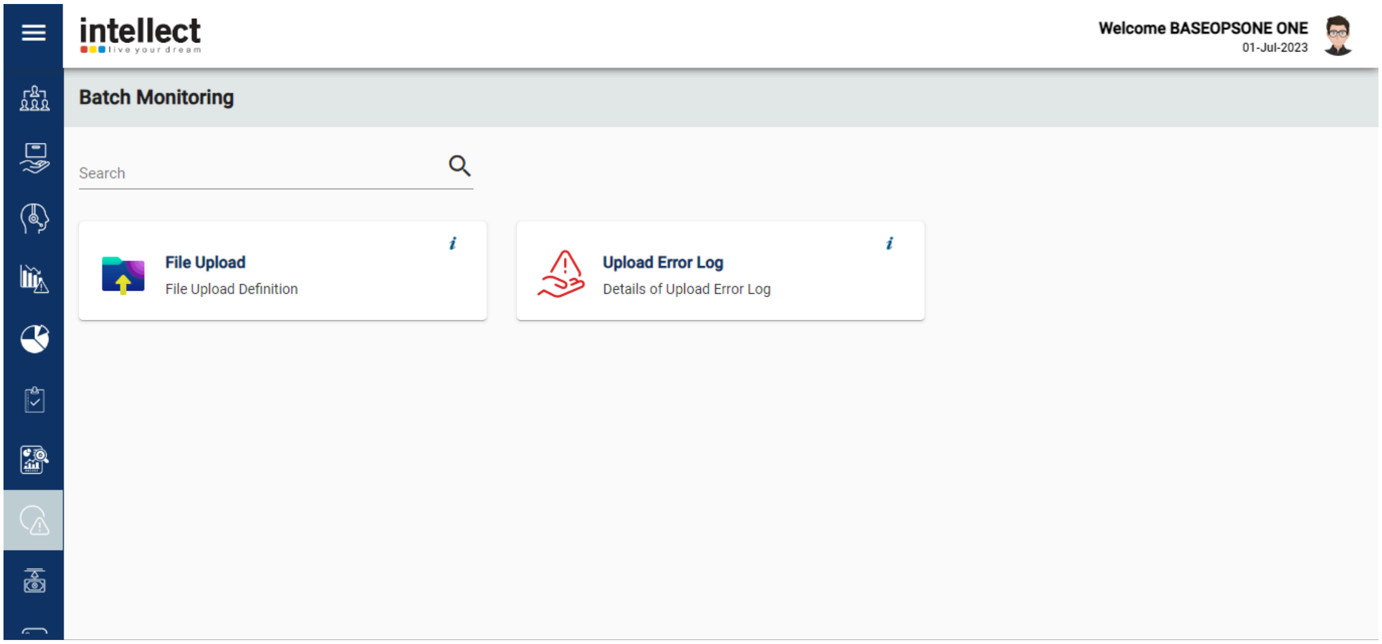
Screen: Select Prospects Upload and choose file and upload

3. The Upload file will have Dedupe criteria in place. If a prospect already exists in the system and it is re-uploaded from the upload file then on the basis of below criteria the system will give an error message

De-Dupe Combination for Individual		
#	**Attributes**	**Dedupe Error**
1	Mobile Number	Yes

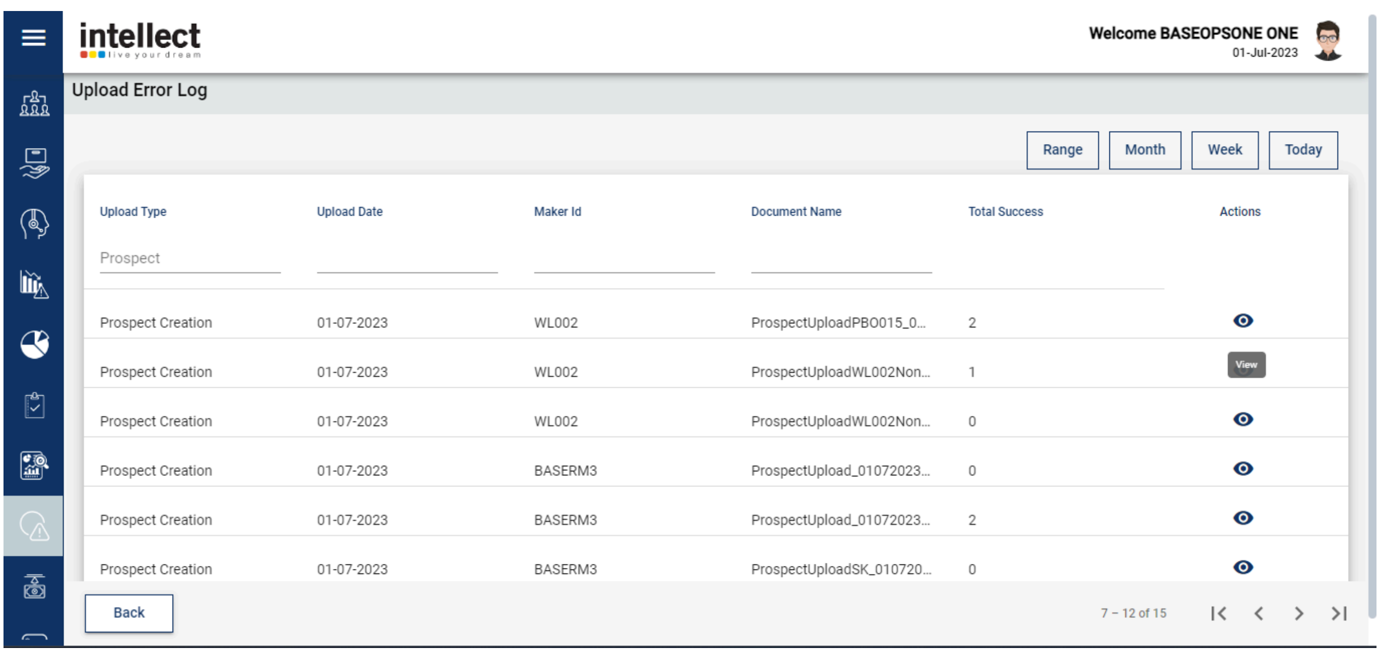
4. If the above criteria is matched with an existing prospect or existing customer in the system while uploading the file then the record will give an error

5. The uploaded file can be viewed by navigating back to "Batch Monitoring" and then clicking on the "Upload Error Log"



Screen: Upload Error Log

6. The User can then search for the uploaded file by filtering out basis search in the "Upload Type" column and then clicking on the view icon for the relevant record



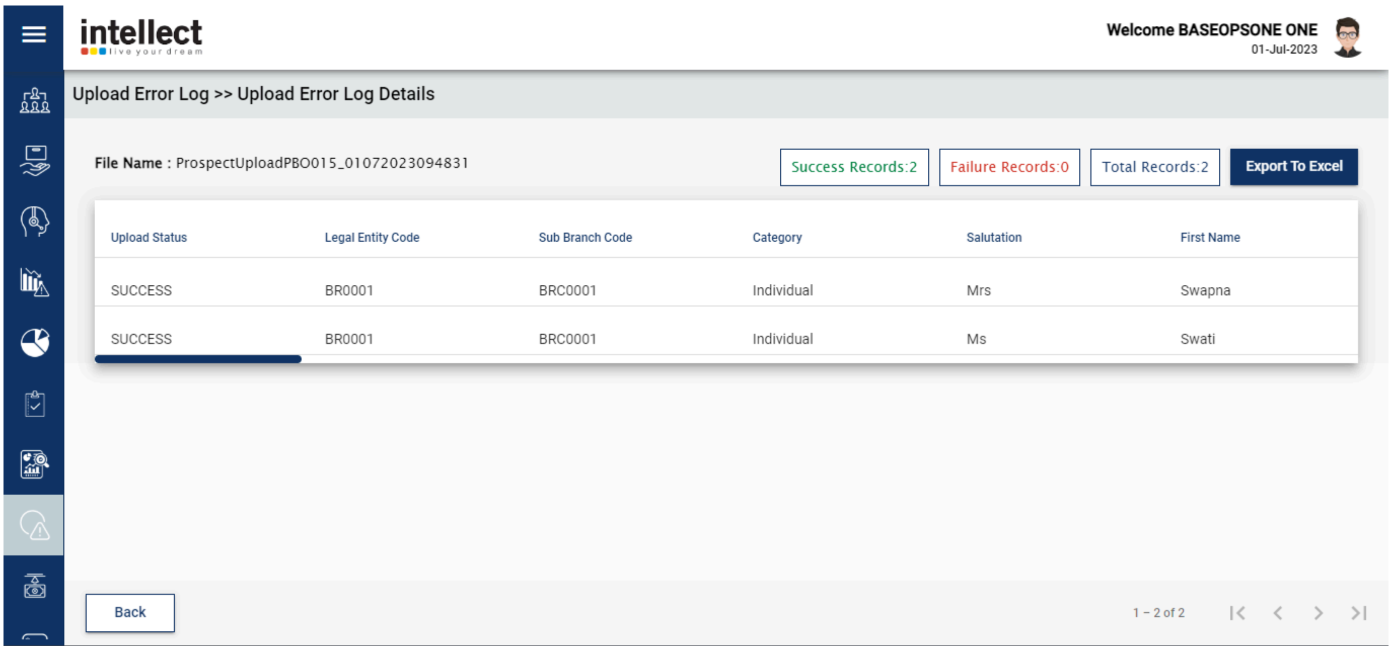
Screen: Search for "Prospect Creation" to view the uploaded Prospects list

7. After this view the individual records uploaded in the system through the file, and view the status against each specific record. In case of an error, the relevant error message can also be viewed. The user can also use the quick filters given to filter out the

Successful and Failed records. Additionally, the Export to Excel button can also be used to download the error log for the uploaded file

8. If there is a double entry of the same prospect in the upload file itself then dedupe will be applicable on the parameter explained above. There will be an error displayed if there is a duplicate entry during the upload

9. The user can re-upload the error records again after fixing the error. These will be created as prospects in the system. All the prospects successfully uploaded can be viewed in the “My Prospects” screen by the respective RM (refer to section “Manual Prospect Creation”)

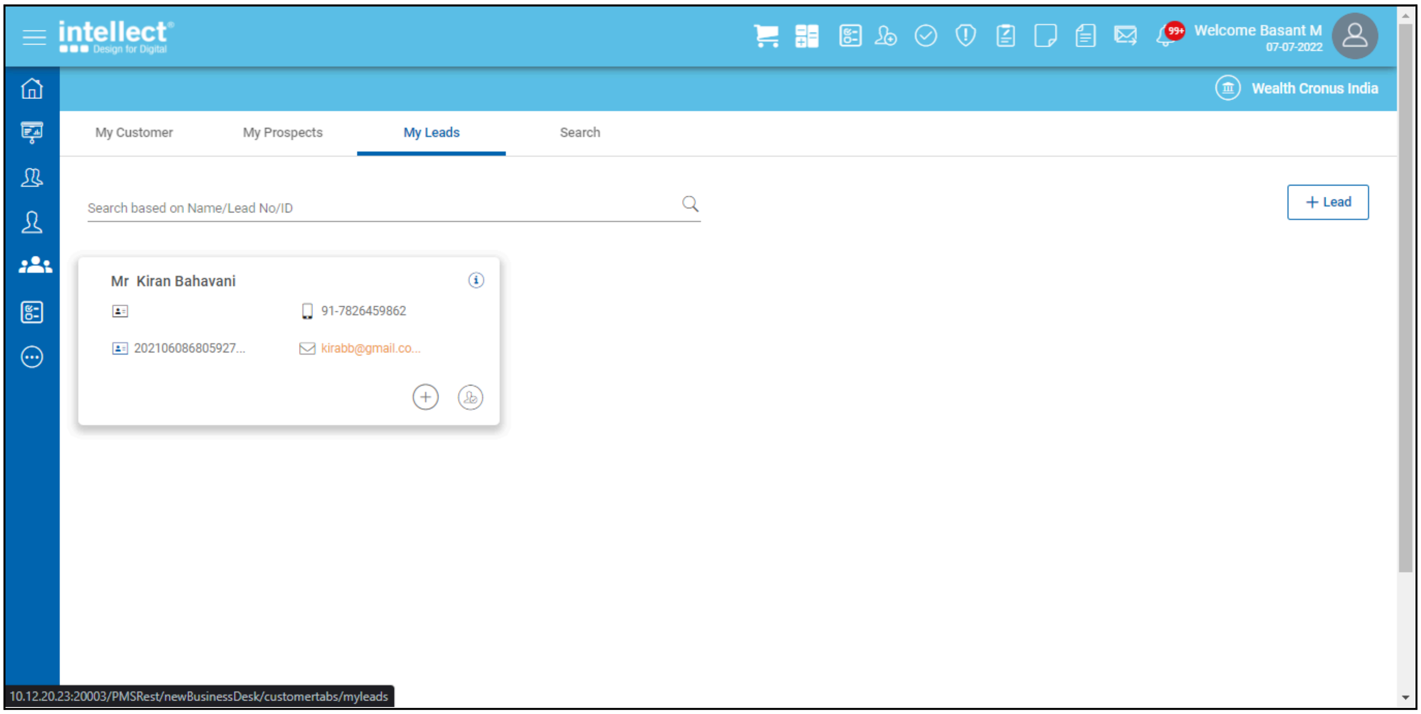


Screen: Prospect List –Uploaded

3.5.Lead to Prospect Conversion

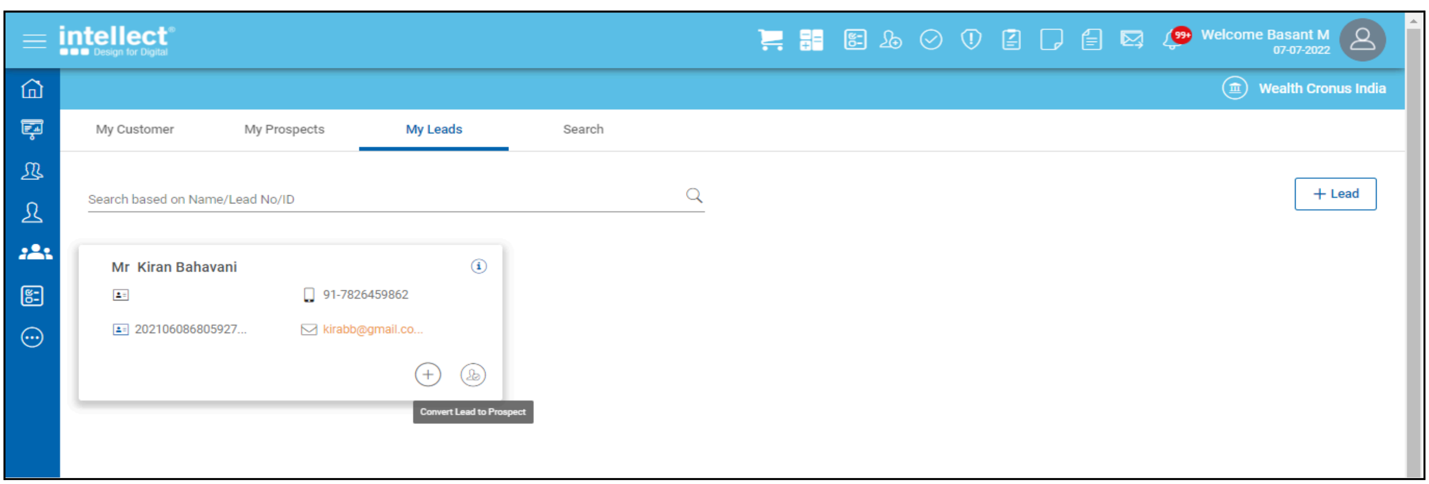
1. The user will launch RM Office after entering their login details

2. After the application loads up, the User needs to hover over the “Customer workspace” left panel menu and click on “My Leads” Tab on the screen. This will load the grid where all the existing leads record will be displayed

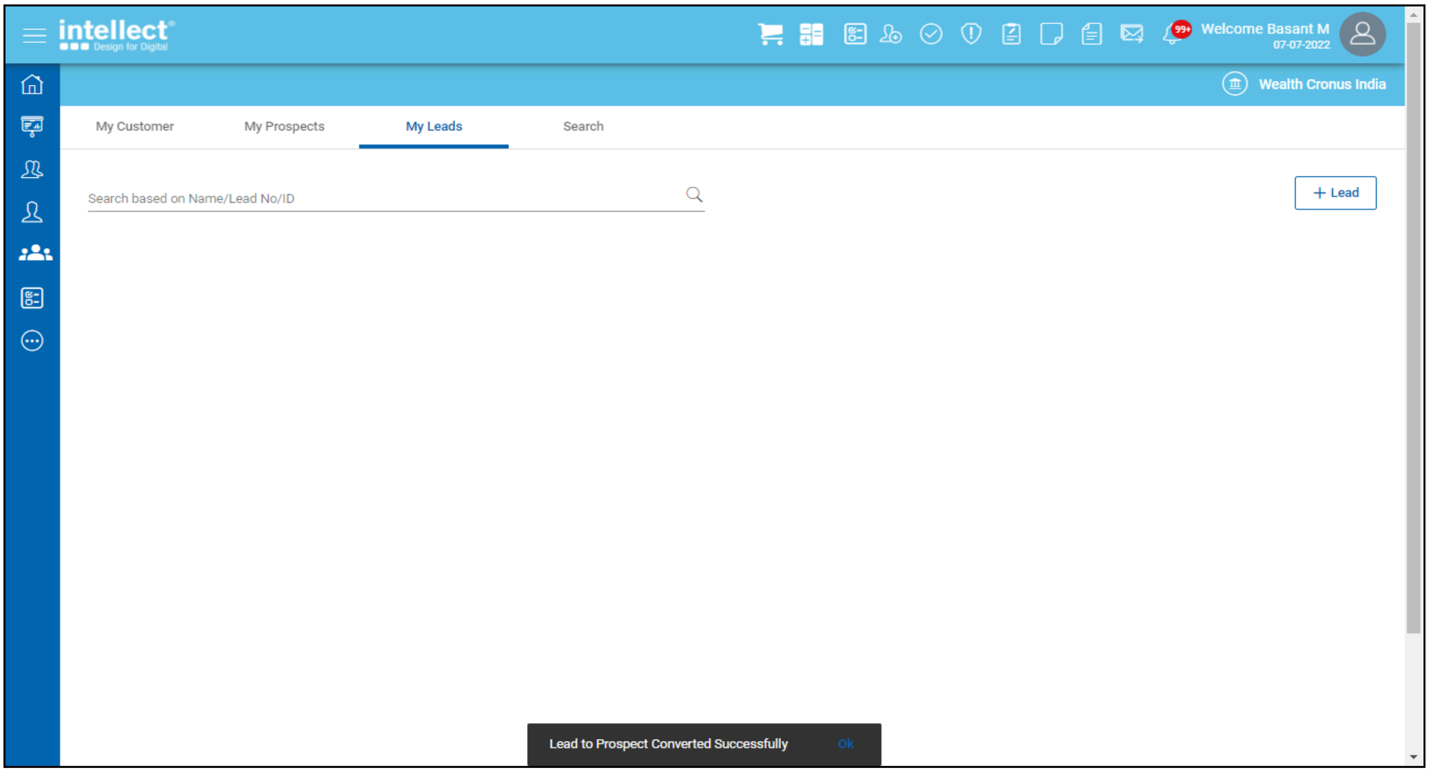


Screen: Click on My Leads

3. To recommend a lead as a prospect, the User needs to click on the "Convert Lead to Prospect" button on the mentioned lead card. A lead can only be recommended as a prospect if the lead status is "Client Accepted"

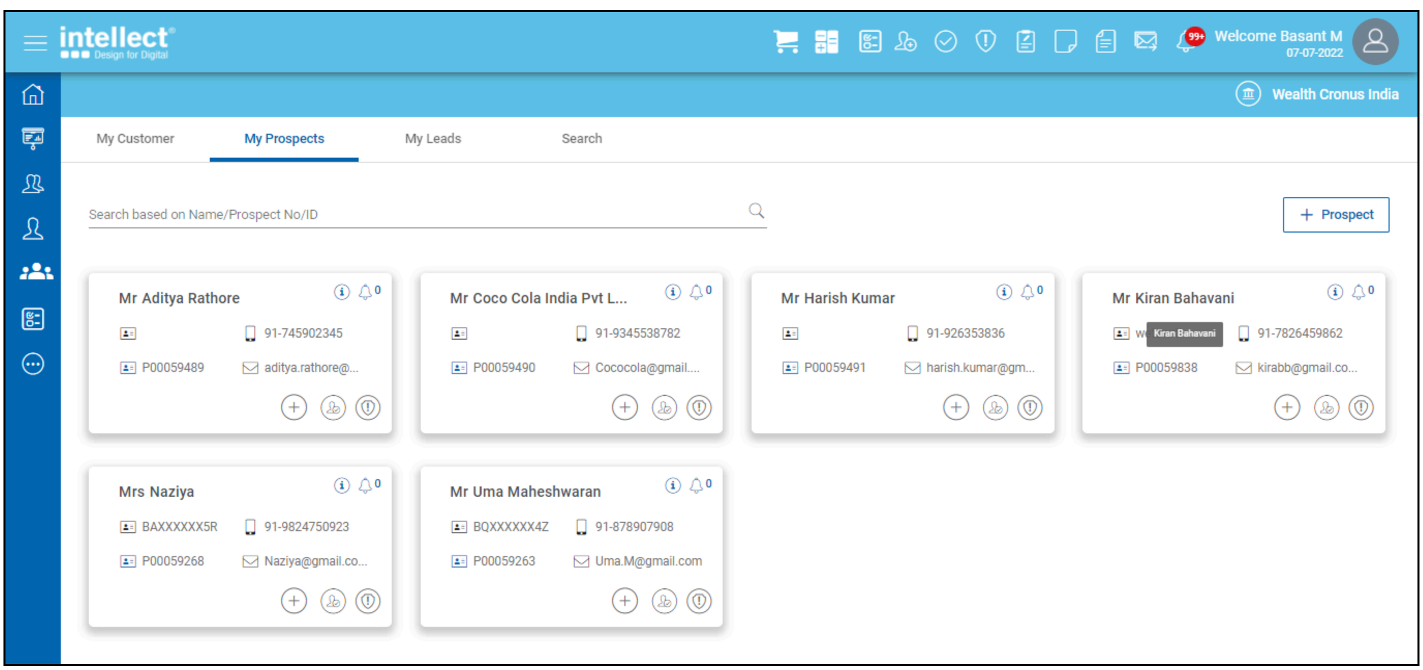


Screen: Recommend Lead as a Prospect



Screen: Lead Recommended Successfully

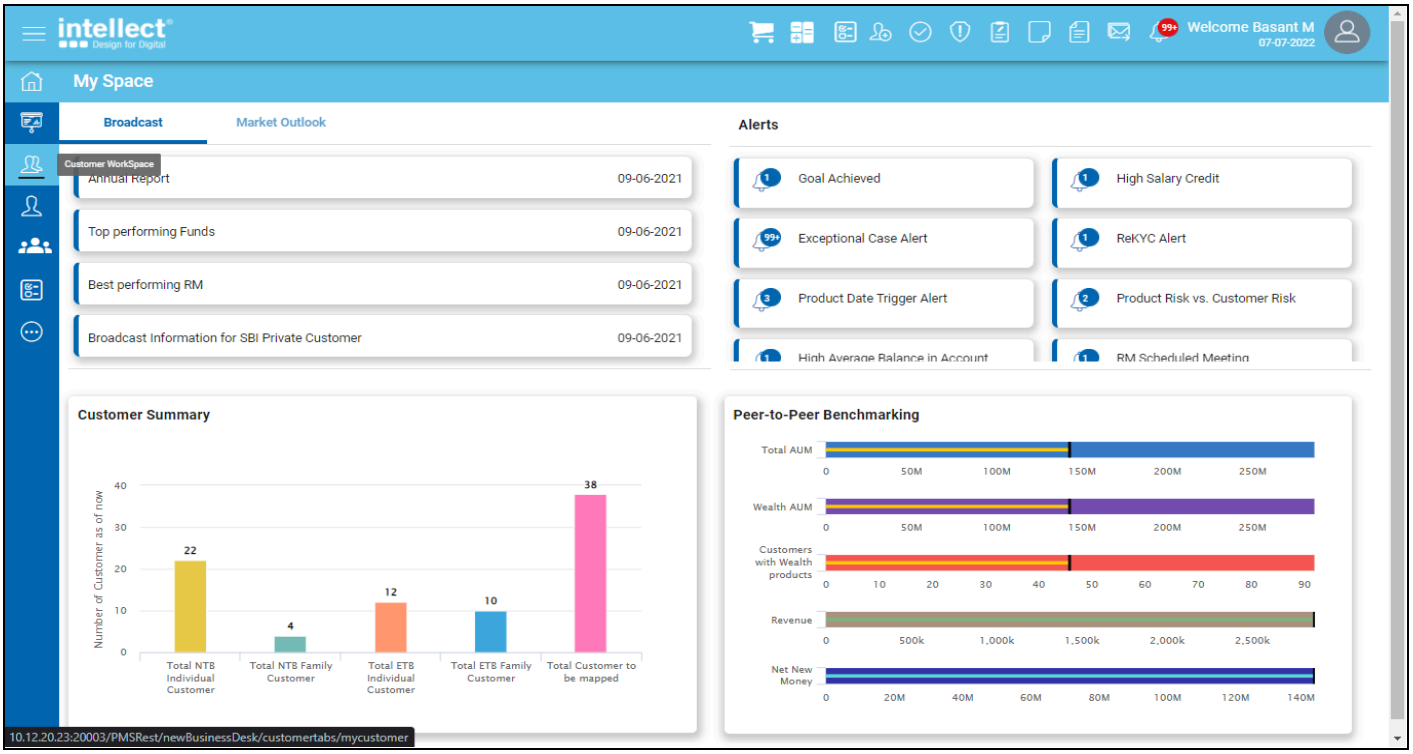
4. Once a lead is recommended, the same will be available as a prospect in the system



Screen: Visible in My Prospects after recommendation

3.6.Prospect to Customer mapping

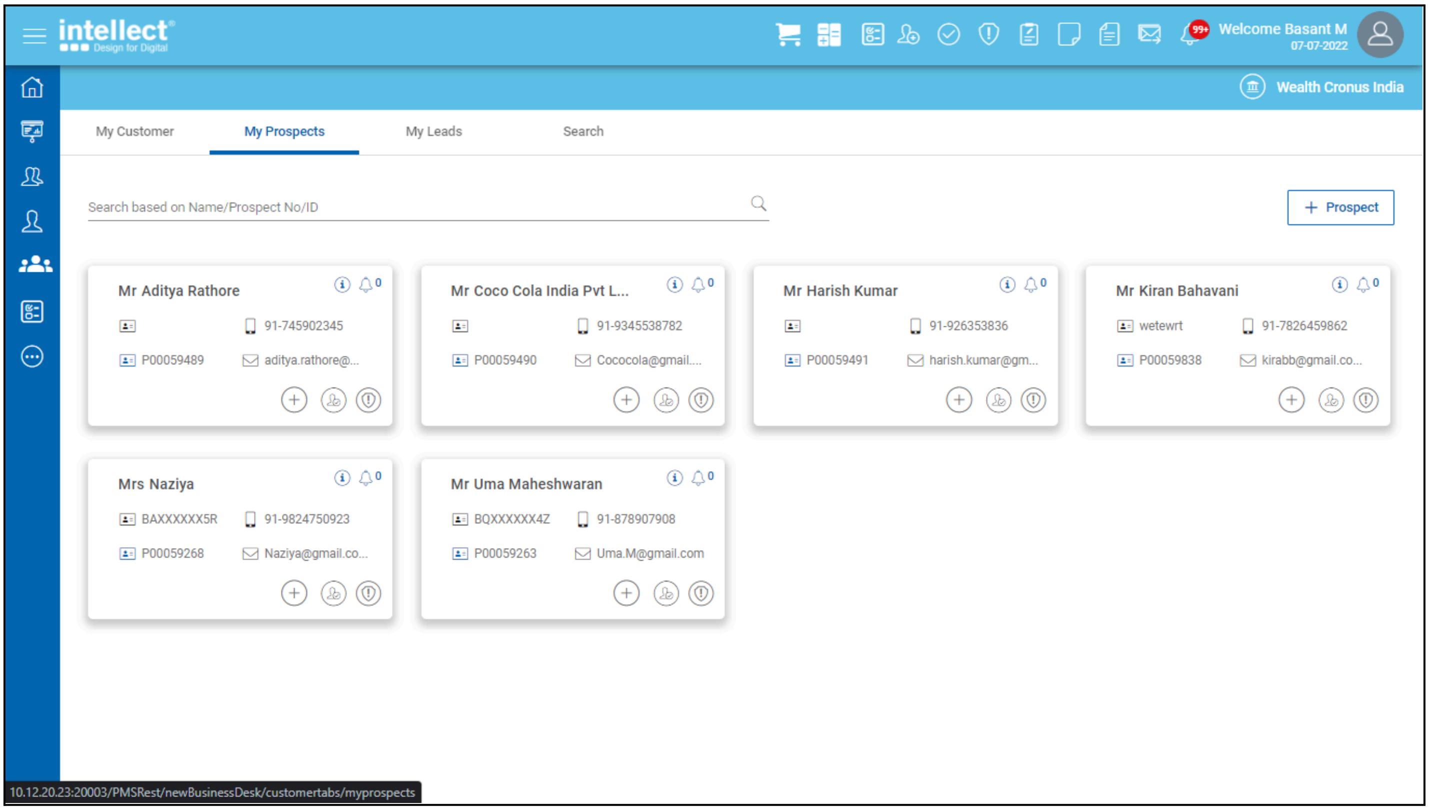
1. Mapping a prospect to a customer happens in RM Office



Screen: My Space

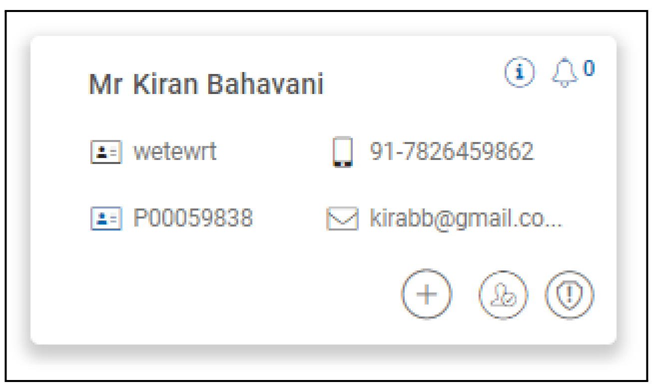
2. Once the PMS application Loads up, the User needs to click on the icon in the left panel to navigate to the Customer Workspace

3. The User then needs to click on the “My Prospects” tab and identify the desired prospect card which they want to map to a Customer



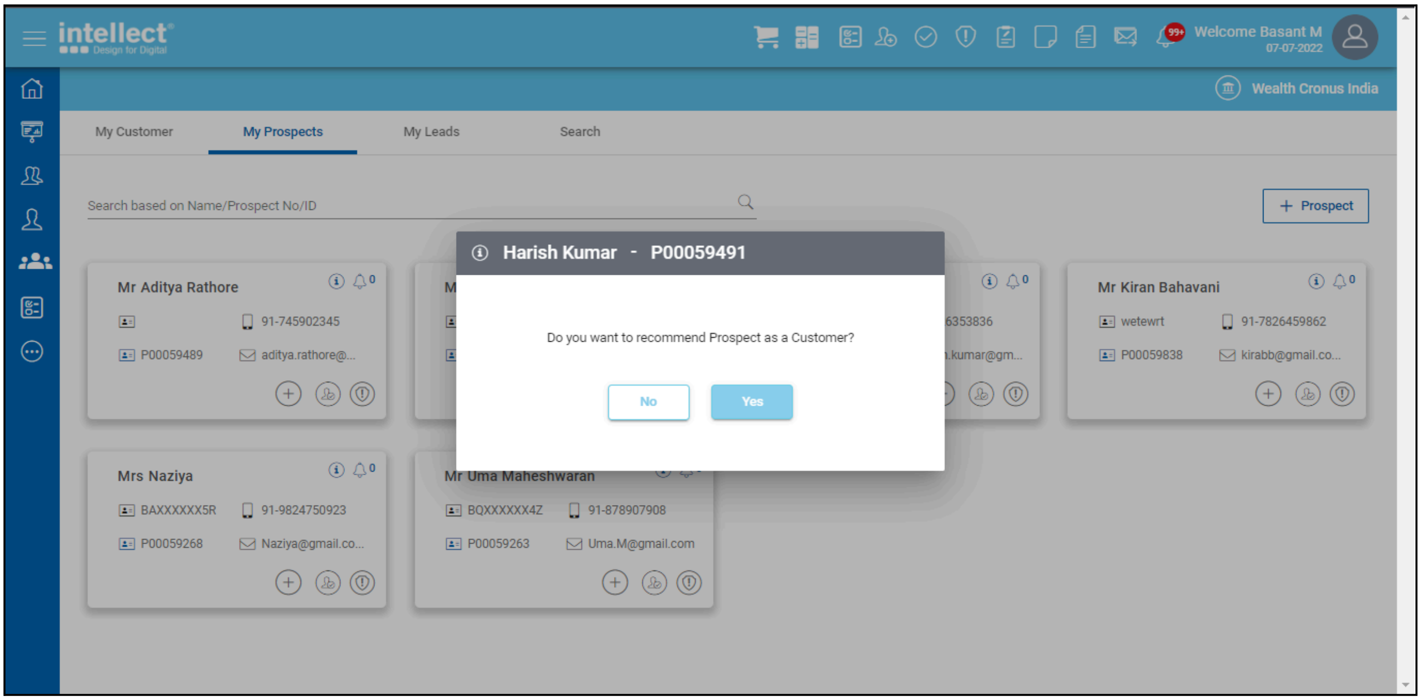
Screen: Customer Workspace – My Prospects

4. The User can then click on the icon on the prospect card to recommend the prospect. Prospect status should be "Interested" for recommending the prospect as a customer



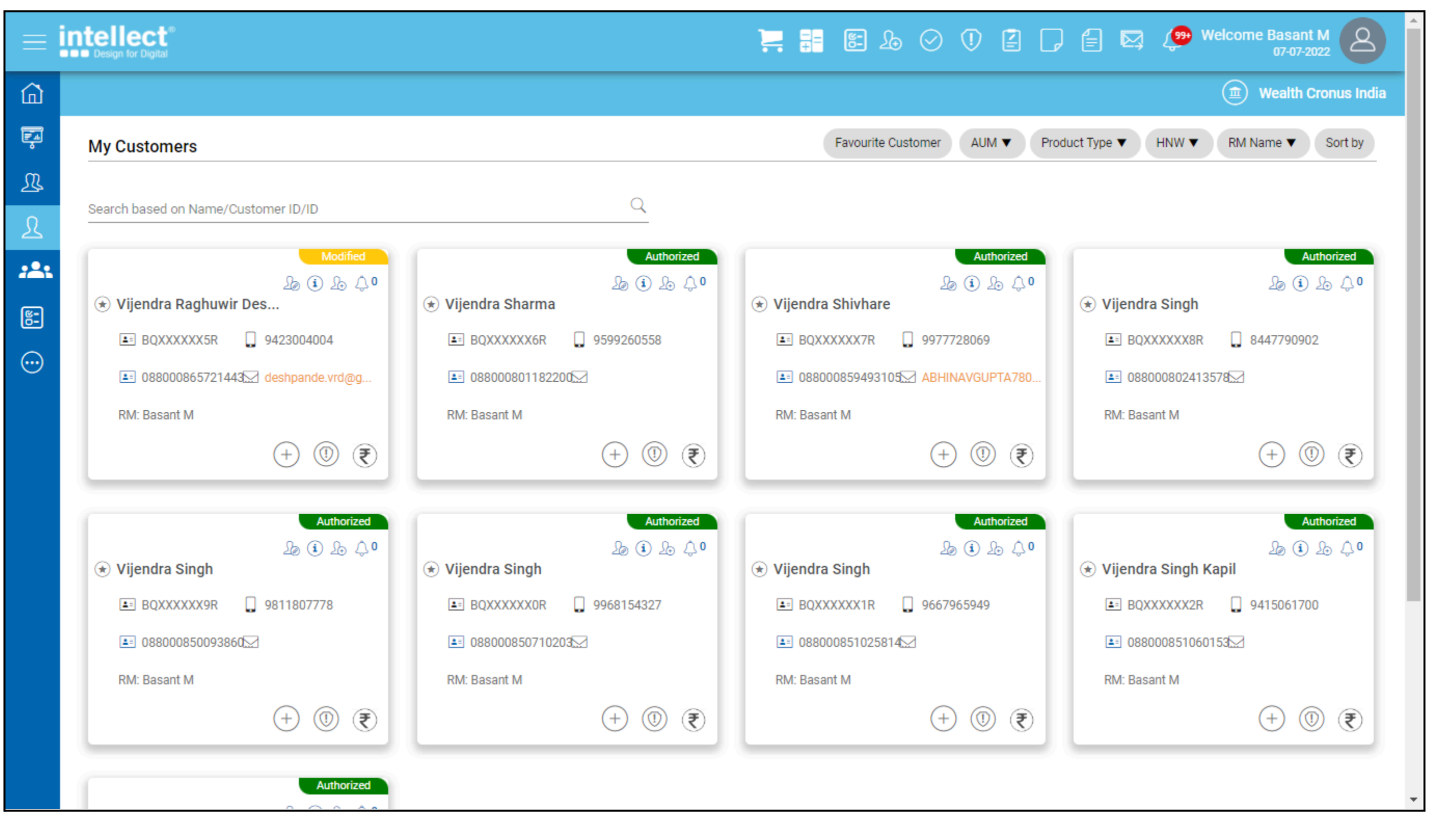
Screen: Prospect Card

5. The system will then prompt the User to confirm the action. Once they confirm, the prospect will be recommended in the system



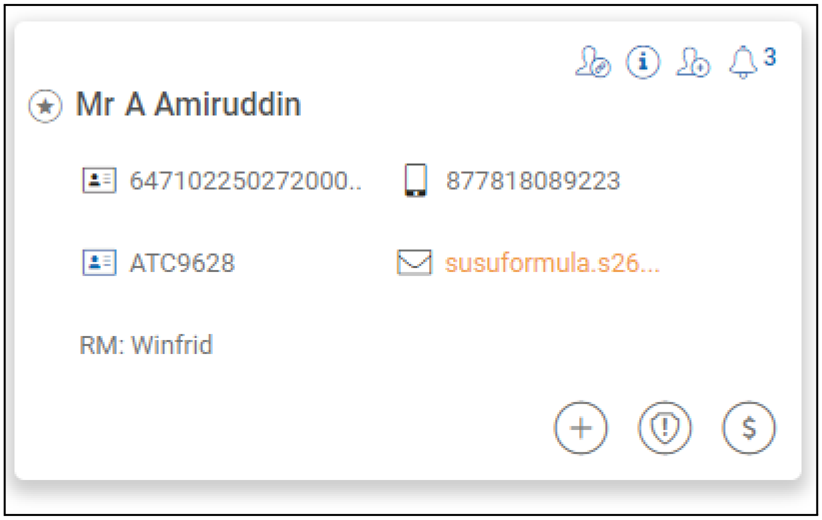
Screen: Confirm Recommendation

6. The User will then click on widget on the left panel to navigate to My Customers page



Screen: My Customers

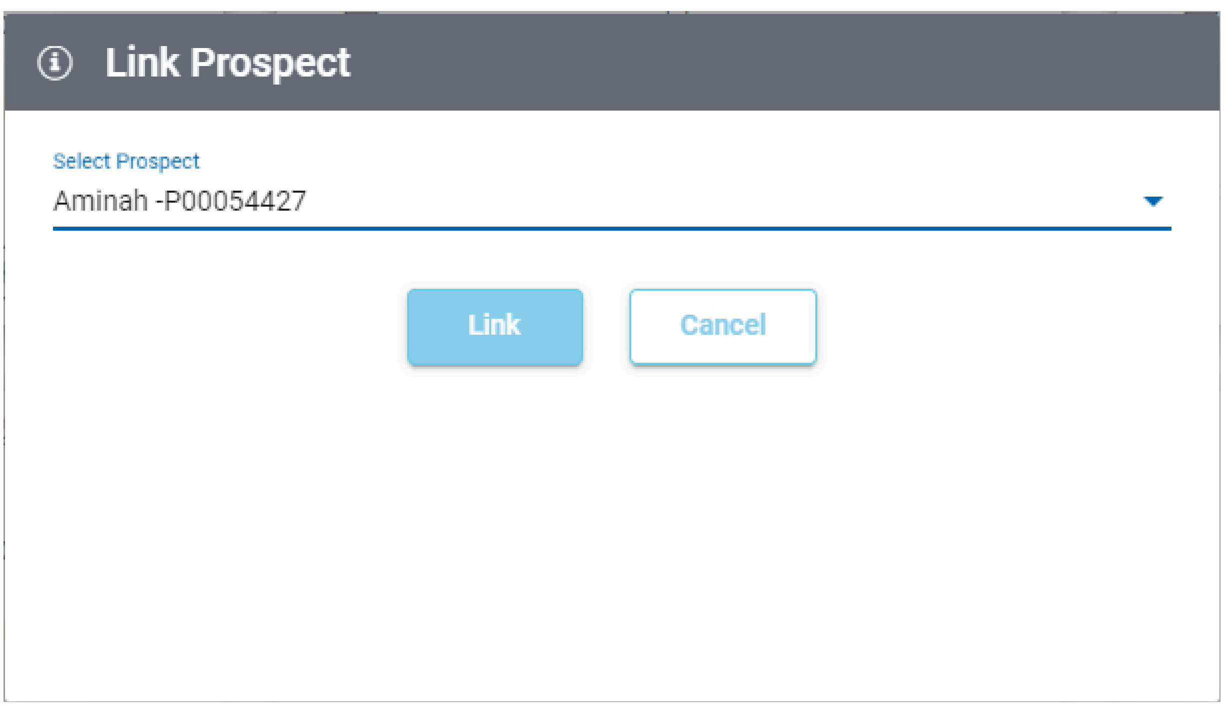
7. They will then identify the desired customer card (after customer onboarding) and click on icon to link the recommended prospect to the customer. Only one prospect can be linked per customer



Screen: Customer Card

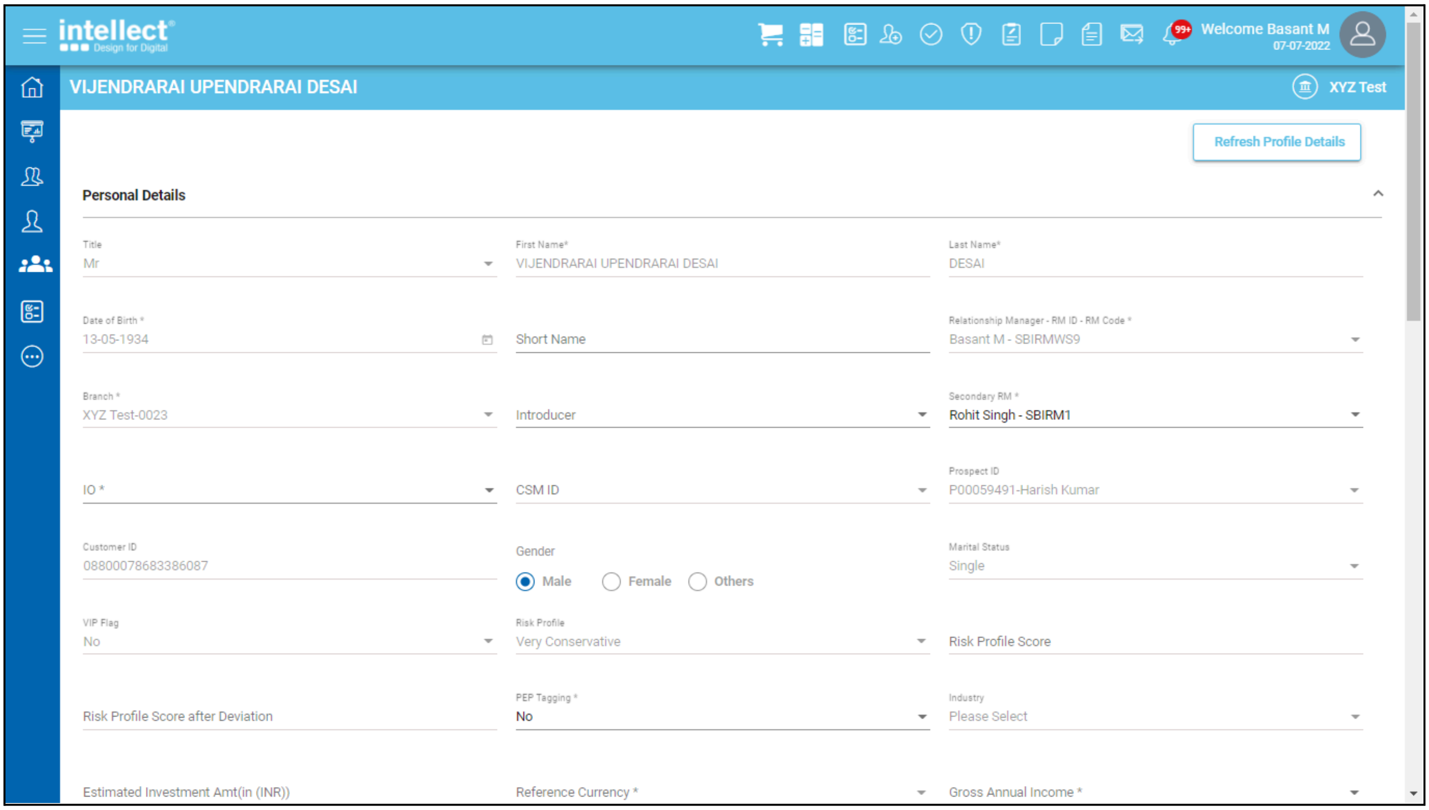
8. In the Link Prospect window, the user can click on the “Select Prospect” dropdown to search for the recommended prospect. User has the provision to search for the prospect which needs to be linked. Once the user starts typing, the system will filter and display the matching prospect list

9. After selecting the desired prospect, the User will click on the “Link” button



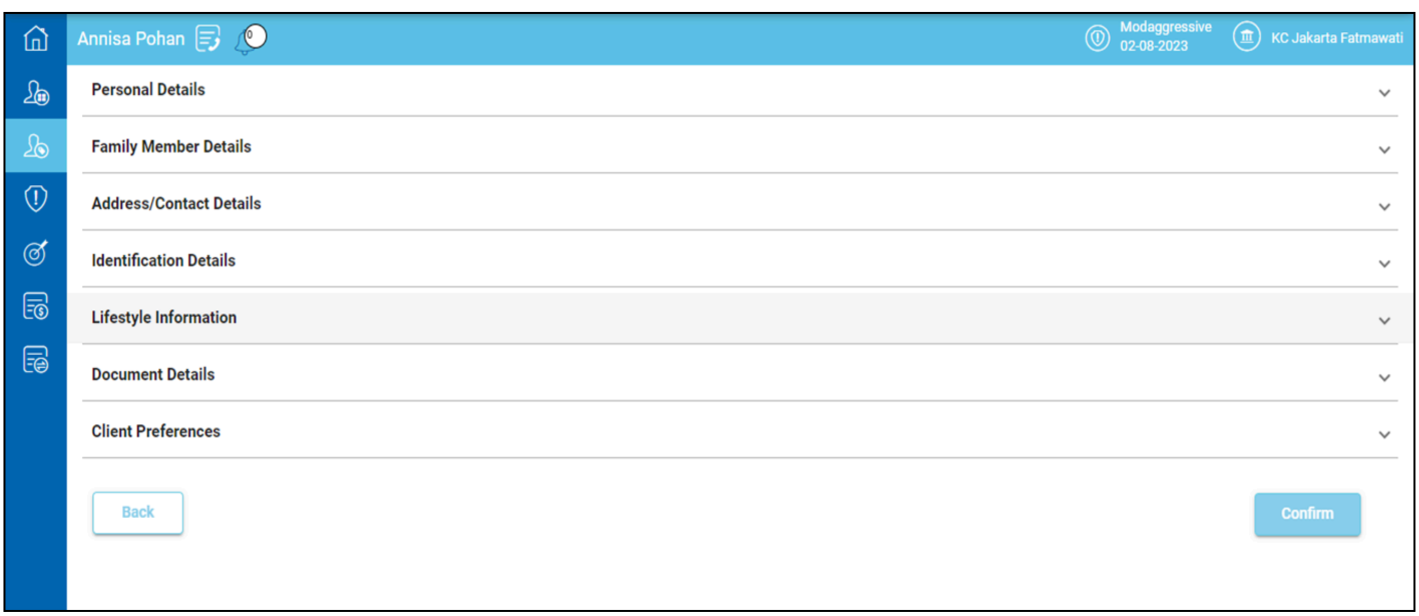
Screen: Link prospect to customer overlay

10. The System will then display the customer profile information. The prospect details will be copied to the customer profile. However, if for any fields, customer data is already present, the prospect data will not overwrite it



Screen: Review Customer details after mapping prospect information

11. After reviewing the profile details, the User can click on the “Confirm” button to successfully link the prospect to the customer



Screen: User to click the Confirm button to map the prospect to the customer

4. Field Level Details

4.1.Lead Details

S No	Field Name	Field Description	Field Type	Editable	Data Type	Mandatory	List of Values	Remarks
				De-Dupe Information				
1	Customer Name	Inputs the Name of the Lead	Input	Yes	String	Yes	Not Applicable	
2	Email	Inputs the Email ID of the Lead	Input	Yes	String	Yes	Not Applicable	
3	Country Code	Selects the Country Code for Primary Contact Number	Select	Yes	String	Yes	List of All Country Codes	
4	Primary Contact No	Inputs the Primary Contact Number of the Lead	Input	Yes	Numeric	Yes	Not Applicable	
5	Area Code	Inputs the Area Code of the Landline Number	Input	Yes	Numeric	Yes	Not Applicable	
6	Fixed Line Number	Inputs the Fixed Line Number of the Lead	Input	Yes	Numeric	Yes	Not Applicable	
7	Extension Number	Inputs the Extension Number for the Fixed Line	Input	Yes	Numeric	Yes	Not Applicable	
8	Id Type	Selects the ID Type of the Lead	Select	Yes	String	Yes	1. Permanent Stay/Resident Permit Card 2. National ID Card 3. Temporary Stay/Resident Permit card 4. Taxpayer Identification Number 5. Permanent Account No 6. Passport 7. Driver’s License 8. Aadhaar 9. Senior Citizen	

9	Id	Input the PAN /Passport Number of the Lead	Input	Yes	String	Yes	Not Applicable	
10	Select Campaign	Selects the Campaign linked to the Lead	Select	Yes	String	Yes	List of all Campaigns	
Lead Information								
1	Lead Type	Displays the Lead Type	Display	No	Character	Yes	1. Individual	
2	Title	Selects the title of the lead	Select	Yes	String	Yes	Refer to common List of Values sheet	
3	Customer Name	Inputs the name of the lead	Input	Yes	String	Yes	Not Applicable	
4	Date of Birth	Inputs the date of birth of the lead	Input	Yes	String	No	Not Applicable	
5	Short Name	Inputs the short name of the lead	Input	Yes	String	No	Not Applicable	
6	Relationship Manager Name & ID	Selects the relationship manager for the lead	Select	Yes	String	Yes	List of all the relationship managers	
7	Branch	Selects the branch of the lead	Select	Yes	String	No	List of all the branches	
8	Referral Type	Selects the referral type of the lead	Select	Yes	String	No	1. Branch Referral 2. Customer 3. MGM Referral 4. Others 5. Prospect 6. SGM Referral 7. SME Referral 8. Senior Management/ BOD/ Subsidiary Referral 9. Agent/Vendor Referral	
9	Referral ID	Inputs the referral ID of the lead	Input	Yes	String	No	Not Applicable	
10	CIS	Displays the CIS number of the lead	Display	No	Numeric	No	Not Applicable	
11	Risk Profile	Selects the risk profile of the lead	Select	Yes	Character	No	List of Risk Profiles	

12	Risk Profile Comments	Inputs the risk profile comments for the lead	Input	Yes	String	No	Not Applicable	
13	Gender	Selects the gender of the lead	Select	Yes	Character	No	1. Male 2. Female 3. Others	
14	Marital Status	Selects the marital status of the lead	Select	Yes	Character	No	1. Divorced 2. Living Apart 3. Never Married 4. Single 5. Unknown 6. Widowed	
15	Nationality	Selects the nationality of the lead	Select	Yes	Character	No	Refer to common List of Values sheet	
16	Place of Birth	Inputs the place of the birth of the lead	Input	Yes	String	No	Not Applicable	
17	Country of Residence	Selects the country of residence for the lead	Select	Yes	Character	No	Refer to common List of Values sheet	
18	PEP Tagging	Selects the Politically Exposed Person tagging for the lead	Select	Yes	Character	No	1. Yes 2. No	
19	Position	Selects the position of the lead	Select	Yes	Character	No	1. NA 2. Priority Banking Manager 3. Head of Division	
20	Occupation	Selects the occupation of the lead	Select	Yes	String	No	Refer to common List of Values sheet	
21	Industry	Selects the industry of the lead	Select	Yes	Character	No	Refer to common List of Values sheet	
22	Employment Type	Selects the employment type of the lead	Select	Yes	String	No	1. Employer 2. Government Employee 3. Private Employee 4. Self Employed/Own Account Worker 5. Unpaid Family Worker 6. Unemployed 7. Outside Labor Force	

23	Monthly Income	Selects the monthly income of the lead	Select	Yes	Numeric	No	1. Below 1 lakh 2. 1 lakh to 5 lacs 3. 5 lacs to 10 lacs 4. 10 lacs to 25 lacs 5. 25 lacs to 1 crore 6. Above 1 crore	
24	Customer Segment	Selects the Customer segment of the lead	Select	Yes	String	Yes	1.Remote 2.Traditional	
25	AUM	Inputs the AUM of the lead	Input	Yes	Numeric	No	Not Applicable	
26	Total Liabilities	Inputs the total Liabilities of the lead	Input	Yes	Numeric	No	Not Applicable	
27	Lead Status	Selects the status of the lead	Select	Yes	Character	No	1. New 2. Ready for follow up 3. In Progress 4. Client Accepted 5. Client Rejected 6. Expired	
28	Preferred Member ID	Inputs the preferred member ID of the prospect	Input	Yes	String	No	Not Applicable	
29	Campaign Name - Campaign ID	Selects the Campaign Name - Campaign ID of the prospect	Display/Select	Yes	String	No	List of all active campaigns	
Family Member Information								
1	Relationship	Selects the relationship with the Lead	Select	Yes	String	Conditional	1. Brother 2. Daughter 3. Father 4. Father-In-Law 5. Guardian 6. Grandchild 7. Grand Father 8. Grand Mother 9. Mother 10. Mother-In-Law 11. Niece 12. Nephew 13. Other 14. Sister 15. Son 16. Spouse	
2	Existing CIS	Selects existing CIS	Select	Yes	String	No	List of all customers	

3	Title	Selects the Title of the Family member	Select	Yes	String	Conditiona l	Refer to common List of Values sheet	
4	Name	Inputs the Name of the Family member	Input	Yes	String	Conditiona l	Not Applicable	
5	Date of Birth	Inputs the Date of Birth of the Family member	Input	Yes	String	No	Not Applicable	
6	Wedding Anniversary	Inputs the Wedding Anniversary of the Family member	Input	Yes	String	No	Not Applicable	
7	Age	Displays the Age of the Family member	Display	No	Numeric	Conditiona l	Not Applicable	
8	Dependent	Selects if the Family member is a dependent	Select	Yes	Character	No	1. No 2. Yes	
Address/Contact Information								
1	Address Type	Selects the Address Type	Select	Yes	Character	Conditiona l	1. Corresponding Address 2. Mailing Address 2. Office Address 3. Permanent Home Address 4. WMS Mailing Address	
2	Address 1	Inputs the Address details	Input	Yes	String	Conditiona l	Not Applicable	
3	Address 2	Inputs the Address details	Input	Yes	String	Conditiona l	Not Applicable	
4	Address 3	Inputs the Address details	Input	Yes	String	No	Not Applicable	
5	City/Town	Input the City/Town	Input	Yes	String	Conditiona l	Not Applicable	
6	State	Select the State	Select	Yes	String	No	Not Applicable	
7	Postcode	Select the Postcode	Select	Yes	Numeric	No	Not Applicable	
8	Country	Select the Country	Select	Yes	Character	Conditiona l	Refer to common List of Values sheet	
9	Preferred Correspondence Address	Selects if address is the preferred correspondence address	Select	Yes	Character	Conditiona l	1. No 2. Yes	

10	Contact Type	Selects the Contact Type	Select	Yes	Character	Conditional	1. Email 2. Mobile 3. Office 4. Residence	
11	Country Code	Selects the Country Code	Select	Yes	String	Conditional	Refer to common List of Values sheet	
12	Area Code	Input the Area code	Input	Yes	Numeric	Conditional	Not Applicable	
13	Value	Input the contact value	Input	Yes	Numeric	Conditional	Not Applicable	
14	Extension No	Input the Extension Number	Input	Yes	Numeric	No	Not Applicable	
Identification Information								
1	ID Type	Selects the Identification Document of the Lead	Select	Yes	String	Conditional	1. Permanent Stay/Resident Permit Card 2. National ID Card 3. Temporary Stay/Resident Permit card 4. Taxpayer Identification Number 5. Permanent Account No 6. Passport 7. Driver's License 8. Aadhaar 9. Senior Citizen	
2	Doc ID No	Inputs the Document ID Number of the Lead	Input	Yes	String	Conditional	Not Applicable	
3	Document Name	Inputs the Document name	Input	Yes	String	No	Not Applicable	
4	Place of Issue	Input the Place of Issue of the document	Input	Yes	String	No	Not Applicable	
5	Doc Issue Date	Inputs the date of issue for the document	Input	Yes	String	No	Not Applicable	
6	Doc Expiry Date	Inputs the date of expiry for the document	Input	Yes	String	No	Not Applicable	
Lifestyle Information								
1	Hobbies/Interests	Inputs the Hobbies/Interests	Input	Yes	String	No	Not Applicable	

2	Life Style Preferences	Inputs the Life Style Preferences	Input	Yes	String	No	Not Applicable	
3	Other Banks	Inputs the Other Banks	Input	Yes	String	No	Not Applicable	
4	Other Bank Products	Inputs the Other Bank Products	Input	Yes	String	No	Not Applicable	
5	Additional Remarks	Inputs the Additional Remarks	Input	Yes	String	No	Not Applicable	
6	Languages Known	Inputs the Languages Known	Input	Yes	String	No	Not Applicable	
Document Information								
1	Document Group	Selects the Document Group	Select	Yes	String	Conditional	1. Account Opening Form 2. Identity Proof Document 3. Risk Document 4. FATCA Document	
2	Document Name	Selects the Document Name	Select	Yes	String	Conditional	As per LOV List	
3	Status	Selects the Status of the Document	Select	Yes	Character	No	1. Pending 2. Not Applicable 3. Submitted	
4	Submission/Later Submission Date	Inputs the Submission/Later submission date	Input	Yes	String	No	Not Applicable	
5	Expiry Date	Inputs the expiry date	Input	Yes	String	No	Not Applicable	
6	Remarks	Inputs Remarks if any	Input	Yes	String	No	Not Applicable	
Lead Preferences								
1	Preferred Communication Channel	Selects the preferred communication channels	Select	Yes	String	No	1. E-mail 2. Mailing - Home 3. Mailing - Office 4. SMS/Line/Whatsapp	This is a multi-select
2	Preferred Contact Times	Selects the preferred days for communication	Select	Yes	Character	No	1. Sunday 2. Monday 3. Tuesday 4. Wednesday 5. Thursday 6. Friday 7. Saturday	This is a multi-select
3	From	Inputs the from time	Input	Yes	String	No	Not Applicable	
4	To	Inputs the to time	Input	Yes	String	No	Not Applicable	

5	Customer Language Preference	Selects the customer language preference	Select	Yes	Character	No	List of applicable Languages	
6	Preferred Location	Selects the preferred location	Select	Yes	Character	No	1. Any 2. Office 3. Residence	
7	Hold Mail	Selects the Hold Mail (Yes/No)	Select	Yes	Character	No	1. Yes 2. No	
8	Hold Mail Period From	Inputs the Hold Mail Period From	Input	Yes	String	Conditional	Not Applicable	
9	Hold Mail Period To	Inputs the Hold Mail Period To	Input	Yes	String	Conditional	Not Applicable	
10	Hold Call	Selects the Hold Call (Yes/No)	Select	Yes	Character	No	1. Yes 2. No	
11	Hold Call Period From	Inputs the Hold Call Period From	Input	Yes	String	Conditional	Not Applicable	
12	Hold Call Period To	Inputs the Hold Call Period To	Input	Yes	String	Conditional	Not Applicable	
Reporting Preferences								
1	Report Name	Selects the Report Type	Select	Yes	String	Conditional	List of applicable reports	
2	Reporting Date	Input the Reporting Date	Input	Yes	String	Conditional	Not Applicable	
3	Reporting Frequency	Selects the Report Frequency	Select	Yes	String	Conditional	1. Half-Yearly 2. Monthly 3. Quarterly 4. Weekly 5. Yearly	
4	Dispatch Mode	Selects the Dispatch Mode	Select	Yes	String	Conditional	1. Collect-Branch 2. Hold-Head 3. Mail 4. Via Email	

4.2.Prospect Details

S No	Field Name	Field Description	Field Type	Editable	Data Type	Mandatory	List of Values	Remarks
Dedupe Information								
1	Customer Name	Inputs the Name of the Prospect	Input	Yes	String	Yes	Not Applicable	
2	Email	Inputs the Email ID of the Prospect	Input	Yes	String	Yes	Not Applicable	

3	Country Code	Selects the Country Code for Primary Contact Number	Select	Yes	String	Yes	List of All Country Codes	
4	Primary Contact No	Inputs the Primary Contact Number of the Prospect	Input	Yes	Numeric	Yes	Not Applicable	
5	Area Code	Inputs the Area Code of the Landline Number	Input	Yes	Numeric	Yes	Not Applicable	
6	Fixed Line Number	Inputs the Fixed Line Number of the Prospect	Input	Yes	Numeric	Yes	Not Applicable	
7	Extension Number	Inputs the Extension Number for the Fixed Line	Input	Yes	Numeric	Yes	Not Applicable	
8	Id Type	Selects the ID Type of the Prospect	Select	Yes	String	Yes	1. Permanent Stay/Resident Permit Card 2. National ID Card 3. Temporary Stay/Resident Permit card 4. Taxpayer Identification Number 5. Permanent Account No 6. Passport 7. Driver's License 8. Aadhaar 9. Senior Citizen	
9	Id	Input the PAN /Passport Number of the Lead	Input	Yes	String	Yes	Not Applicable	
Prospect Information								
1	Prospect Type	Displays the prospect Type	Display	No	Character	Yes	1. Individual	
2	Title	Selects the title of the prospect	Select	Yes	String	Yes	Refer to common List of Values sheet	
3	Name	Inputs the name of the prospect	Input	Yes	String	Yes	Not Applicable	
4	Date of Birth	Inputs the date of birth of the prospect	Input	Yes	String	Yes	Not Applicable	

5	Short Name	Inputs the short name of the prospect	Input	Yes	String	No	Not Applicable	
6	Relationship Manager Name & ID	Selects the relationship manager for the prospect	Select	No	String	Not Applicable	List of all the relationship managers	
7	Branch	Selects the branch of the prospect	Select	Yes	String	No	List of all the branches	
8	Referral Type	Selects the referral type of the prospect	Select	Yes	String	No	1. Branch Referral 2. Customer 3. MGM Referral 4. Others 5. Prospect 6. SGM Referral 7. SME Referral 8. Senior Management/ BOD/ Subsidiary Referral 9. Agent/Vendor Referral	
9	Referral ID	Inputs the referral ID of the prospect	Input	Yes	String	No	Not Applicable	
10	Customer ID	Displays the CIS number of the prospect	Display	No	Numeric	No	Not Applicable	
11	Risk Profile	Selects the risk profile of the prospect	Select	Yes	Character	No	List of Risk Profiles	
12	Risk Profile Comments	Inputs the risk profile comments for the prospect	Input	Yes	String	No	Not Applicable	
13	Gender	Selects the gender of the prospect	Select	Yes	Character	No	1. Male 2. Female 3. Others	
14	Marital Status	Selects the marital status of the prospect	Select	Yes	Character	No	1. Divorced 2. Living Apart 3. Never Married 4. Single 5. Unknown 6. Widowed	
15	Nationality	Selects the nationality of the prospect	Select	Yes	Character	No	Refer to common List of Values sheet	
16	Place of Birth	Inputs the place of the birth of the prospect	Input	Yes	String	No	Not Applicable	
17	Country of Residence	Selects the country of residence for the prospect	Select	Yes	Character	No	Refer to common List of Values sheet	

18	PEP Tagging	Selects the Politically Exposed Person tagging for the prospect	Select	Yes	Character	No	1. Yes 2. No	
19	Position	Selects the position of the prospect	Select	Yes	Character	No	Refer to common List of Values sheet	
20	Occupation	Selects the occupation of the prospect	Select	Yes	Character	No	Refer to common List of Values sheet	
21	Industry	Selects the industry of the prospect	Select	Yes	Character	No	Refer to common List of Values sheet	
22	Employment Type	Selects the employment type of the prospect	Select	Yes	Character	No	1. Employer 2. Government Employee 3. Private Employee 4. Self Employed/Own Account Worker 5. Unpaid Family Worker 6. Unemployed 7. Outside Labour Force	
23	Monthly Income	Selects the monthly income of the prospect	Select	Yes	Numeric	No	1.Below 1 lakh 2. 1 lakh to 5 lacs 3. 5 lacs to 10 lacs 4. 10 lacs to 25 lacs 5. 25 lacs to 1 crore 6. Above 1 crore	
24	Segment	Selects the customer segment of the prospect	Select	Yes	String	No	1.Remote 2.Traditional	
25	AUM	Inputs the AUM of the prospect	Input	Yes	Numeric	No	Not Applicable	
26	Total Liabilities	Inputs the total Liabilities of the prospect	Input	Yes	Numeric	No	Not Applicable	
27	Status	Selects the status of the prospect	Select	Yes	Character	No	1. Converted 2. Follow Up in Future 3. Interested 4. Not Interested 5. Yet to contact 6. Hot Pursuit	
Family Member Information								

1	Relationship	Selects the relationship with the prospect	Select	Yes	String	Conditional	1. Brother 2. Daughter 3. Father 4. Father-In-Law 5. Guardian 6. Grandchild 7. Grand Father 8. Grand Mother 9. Mother 10. Mother-In-Law 11. Niece 12. Nephew 13. Other 14. Sister 15. Son 16. Spouse	
2	Existing Customer ID	Selects existing CIS	Select	No	String	No	List of all customers	Greyed Out
3	Title	Selects the Title of the Family member	Select	Yes	String	Conditional	Refer to common List of Values sheet	
4	Name	Inputs the Name of the Family member	Input	Yes	String	Conditional	Not Applicable	
5	Date of Birth	Inputs the Date of Birth of the Family member	Input	Yes	String	No	Not Applicable	
6	Wedding Anniversary	Inputs the Wedding Anniversary of the Family member	Input	Yes	String	No	Not Applicable	
7	Age	Displays the Age of the Family member	Display	No	Numeric	Conditional	Not Applicable	
8	Dependent	Selects if the Family member is a dependent	Select	Yes	Character	No	1. No 2. Yes	
Address/Contact Information								
1	Address Type	Selects the Address Type	Select	Yes	Character	Conditional	1. Corresponding Address 2. Mailing Address 3. Office Address 4. Permanent Home Address 5. WMS Mailing Address	
2	Address 1	Inputs the Address details	Input	Yes	String	Conditional	Not Applicable	
3	Address 2	Inputs the Address details	Input	Yes	String	Conditional	Not Applicable	

4	Address 3	Inputs the Address details	Input	Yes	String	No	Not Applicable	
5	City/Town	Select the City/Town	Select	Yes	String	Conditional	Not Applicable	
6	State	Select the State	Select	Yes	String	No	Not Applicable	
7	Postcode	Inputs the Postcode	Input	Yes	Numeric	No	Not Applicable	
8	Country	Selects the Country	Select	Yes	Character	Conditional	Refer to common List of Values sheet	
9	Preferred Correspondence Address	Selects if address is the preferred correspondence address	Select	Yes	Character	Conditional	1. No 2. Yes	
10	Contact Type	Selects the Contact Type	Select	Yes	Character	Conditional	1. Email 2. Mobile 3. Office 4. Residence	
11	Country Code	Selects the Country Code	Select	Yes	String	Conditional	Refer to common List of Values sheet	
12	Area Code	Inputs the Area code	Input	Yes	Numeric	Conditional	Not Applicable	
13	Value	Inputs the contact value	Input	Yes	Numeric	Conditional	Not Applicable	
14	Extension No	Inputs the Extension Number	Input	Yes	Numeric	No	Not Applicable	
Identification Information								
1	Doc ID Type	Selects the Identification Document of the prospect	Select	Yes	String	Conditional	1. Branch Referral 2. Customer 3. MGM Referral 4. Others 5. Prospect 6. SGM Referral 7. SME Referral 8. Senior Management/ BOD/ Subsidiary Referral 9. Agent/Vendor Referral	
2	Doc ID No	Inputs the Document ID Number of the prospect	Input	Yes	String	Conditional	Not Applicable	
3	Document Name	Inputs the Document name	Input	Yes	String	No	Not Applicable	
4	Place of Issue	Input the Place of Issue of the document	Input	Yes	String	No	Not Applicable	
5	Doc Issue Date	Inputs the date of issue for the document	Input	Yes	String	No	Not Applicable	

6	Doc Expiry Date	Inputs the date of expiry for the document	Input	Yes	String	No	Not Applicable	
Lifestyle Information								
1	Hobbies/Interests	Inputs the Hobbies/Interests	Input	Yes	String	No	Not Applicable	
2	Life Style Preferences	Inputs the Life Style Preferences	Input	Yes	String	No	Not Applicable	
3	Other Banks	Inputs the Other Banks	Input	Yes	String	No	Not Applicable	
4	Other Bank Products	Inputs the Other Bank Products	Input	Yes	String	No	Not Applicable	
5	Additional Remarks	Inputs the Additional Remarks	Input	Yes	String	No	Not Applicable	
6	Languages Known	Inputs the Languages Known	Input	Yes	String	No	Not Applicable	
Document Information								
1	Document Group	Selects the Document Group	Select	Yes	String	Yes	1. Account Opening Form 2. Identity Proof Document 3. Risk Document 4. FATCA Document	
2	Document Name	Select the Document Name	Select	Yes	String	Yes	As per LOV List	
3	Status	Selects the Status of the Document	Select	Yes	Character	No	1. Pending 2. Not Applicable 3. Submitted	
4	Submission/Later Submission Date	Input the Submission/Later submission date	Input	Yes	String	No	Not Applicable	
5	Expiry Date	Inputs the expiry date	Input	Yes	String	No	Not Applicable	
6	Remarks	Inputs Remarks if any	Input	Yes	String	No	Not Applicable	
Client Preferences								
1	Preferred Communication Channel	Selects the preferred communication channels	Select	Yes	String	No	1. E-mail 2. Mailing - Home 3. Mailing - Office 4. SMS/Line/Whatsapp	This is a multi-select
2	Preferred Contact Time	Selects the preferred contact times	Select	Yes	Character	No	1. Sunday 2. Monday 3. Tuesday 4. Wednesday 5. Thursday 6. Friday 7. Saturday	This is a multi-select

3	From	Inputs the from time	Input	Yes	String	No	Not Applicable	
4	To	Inputs the to time	Input	Yes	String	No	Not Applicable	
5	Customer Language Preference	Selects the customer language preference	Select	Yes	Character	No	List of applicable Languages	
6	Preferred Location	Selects the preferred location	Select	Yes	Character	No	1. Any 2. Office 3. Residence	
7	Hold Mail	Selects the Hold Mail (Yes/No)	Select	Yes	Character	No	1. Yes 2. No	
8	Hold Mail Period From	Selects the Hold Mail Period From	Input	Yes	String	Conditional	Not Applicable	
9	Hold Mail Period To	Selects the Hold Mail Period To	Input	Yes	String	Conditional	Not Applicable	
10	Hold Call	Selects the Hold Call (Yes/No)	Select	Yes	Character	No	1. Yes 2. No	
11	Hold Call Period From	Inputs the Hold Call Period From	Input	Yes	String	Conditional	Not Applicable	
12	Hold Call Period To	Inputs the Hold Call Period To	Input	Yes	String	Conditional	Not Applicable	
Reporting Preferences								
1	Report Name	Selects the Report Type	Select	Yes	String	Conditional	List of applicable reports	
2	Reporting Date	Input the Reporting Date	Input	Yes	String	Conditional	Not Applicable	
3	Reporting Frequency	Selects the Report Frequency	Select	Yes	String	Conditional	1. Half-Yearly 2. Monthly 3. Quarterly 4. Weekly 5. Yearly	
4	Dispatch Mode	Select the Dispatch Mode	Select	Yes	String	Conditional	1. Collect-Branch 2. Hold-Head 3. Mail 4. Via Email	

5. Validations

1. Mandatory Field Verification - The system will validate whether all the mandatory fields with * mark are filled in by the user or not
2. Customer Prospect Mapping cannot be done if Customer status is not active

6. Actor/Entitlements

1. Relationship Manager
2. Supervisor

7. Glossary

Not Applicable