**Banking Loan CRM – Customer Loan Management & Transparency Platform**

**Phase 1: Problem Understanding & Industry Analysis**

**Industry:** Banking & Financial Services  
**Project Type:** Salesforce CRM Implementation (Admin + Developer)  
**Target Users:** Customers (Loan Applicants), Bank Staff (Loan Officers, Managers), Credit Analysts, Admins

**Problem Statement**

Banks and financial institutions face challenges in managing loans efficiently due to:

* **Manual loan application tracking** across spreadsheets and email.
* **Delayed approvals** due to lack of streamlined workflows.
* **No visibility for customers** on real-time loan status.
* **Difficulty in risk management** (credit score checks and repayment tracking).
* **Poor engagement** with customers, leading to dissatisfaction.

This leads to **slow loan disbursement, increased defaults, compliance risks, and reduced customer trust**.

**Goal**

Develop a Salesforce-based **Banking Loan CRM** that:

* Centralizes **loan applications, approvals, payments, and customer records**.
* Provides **real-time visibility** into loan status for customers and managers.
* Automates **approval workflows, reminders, and repayment tracking**.
* Integrates with **credit bureau APIs and payment gateways**.
* Delivers **analytics dashboards** for loan disbursement, repayment performance, and risk management.

**Requirement Gathering**

**Business Needs**

* Centralized platform for **loan lifecycle management**.
* Automated **approval process** for faster loan disbursement.
* Customer-facing portal for **loan application & tracking**.
* Credit score & eligibility verification.
* Reports for **risk, defaults, and revenue trends**.

**Functional Requirements**

* **Customer Object** → personal details, credit score, KYC docs.
* **Loan Application Object** → loan amount, type, tenure, status.
* **Loan Product Object** → predefined loan schemes (Home, Personal, Auto, Business).
* **Payment Object** → EMI records, payment status.
* **Approval Process** → loan approval hierarchy (Loan Officer → Credit Manager → Final Approver).
* **Eligibility Rules** → income-to-loan ratio, credit score threshold.
* **Repayment Tracking** → EMI schedule with reminders.
* **Default Management** → flag overdue EMIs & trigger escalation workflow.
* **Customer Engagement** → automated loan status updates, reminders, festive loan offers.

**Non-Functional Requirements**

* Scalable for **millions of loan records**.
* **Mobile accessibility** for customers and staff via Salesforce app.
* **High security & compliance** (field-level security, audit trails, IP restrictions).
* Easy UI with Lightning pages & LWCs.

**Stakeholder Analysis**

| **Stakeholder** | **Needs / Responsibilities** |
| --- | --- |
| Customers | Apply for loans, upload KYC, track application & EMI status, receive reminders. |
| Loan Officers | Capture applications, verify docs, update statuses. |
| Credit Analysts | Review eligibility, credit scores, risk management. |
| Bank Managers | Approve/reject high-value loans, oversee performance dashboards. |
| Admins (IT Team) | Manage setup, roles, security, compliance. |

**Business Process Mapping**

**Current Manual Process**

* Loan applications submitted via **paper/email**.
* Verification & approvals managed manually.
* EMI tracking done via Excel sheets.
* Customers receive status updates only via branch visits or calls.

**Proposed Salesforce Process**

1. Customer submits loan application via portal (LWC).
2. Salesforce checks **eligibility rules** (credit score, income).
3. Loan Officer verifies docs & forwards application to Manager via **Approval Process**.
4. On approval, loan record is created → EMI schedule auto-generated.
5. **Automated reminders** sent before EMI due dates.
6. Overdue payments flagged, escalations triggered.
7. Dashboards show **loan disbursement, repayment status, default risks**.

**Industry-Specific Use Cases**

* **Automated Loan Application → Approval Flow**.
* **EMI Reminder Notifications (SMS/Email)**.
* **Risk Dashboard → loan defaults, credit scores, repayment trends**.
* **Customer 360 View → complete financial history & active loans**.
* **Festive Loan Offers → auto-trigger seasonal promotions**.

**AppExchange Exploration**

* **nCino Bank Operating System (Salesforce App)** → for loan origination & compliance.
* **DocuSign** → e-signatures for loan agreements.
* **Plaid / Experian Connectors** → for credit score verification.
* **Conga Composer** → auto-generate sanction letters & EMI schedules.
* **FormAssembly** → digital loan application forms.

**Phase 1 Summary**

By completing Phase 1, the project team will have:

* Documented **loan management requirements**.
* Identified all **stakeholders & responsibilities**.
* Mapped **manual vs Salesforce processes**.
* Defined **use cases specific to banking**.
* Explored **AppExchange apps for integration**.