

## Customer Activity View

1. Customer Query
  - a. From marketplace (embedded as part of journey)
  - b. Direct on NBFC site/ app
  - c. By partner at POS
2. Fills form and provides documents (D1) for validations
3. Gets in-principle offer
4. Provides additional documents (D2)
5. Completes verifications
6. Gets and accepts final offer, chooses loan features
7. Executes documents
8. Pre-disbursement process over mobile app
  - a. Downloads app, confirms opening of Zero Balance SA
  - b. Requests disbursement
  - c. Adds collateral details (if applicable)
9. Receives approval of collateral (if applicable)
10. Disbursement done as per end use, loan/ credit line activated on app & ready to use
11. Life Cycle Management

# MLC ActivityView

< - > In parallel activity initiated

S.	Activities	Customer Activity Mapping
1a	Marketplace interface - Short form info	Customer Query
1b	NBFC interface – Short form info	Customer Query
1c	Partner POS interface – Partner form	Customer Query
2	Long Form info	Fills form and provides D1 documents
3	Bureau, e-KYC info	Fills form and provides D1 documents
4	Other CRM Journey info < - > Authentication Based Verifications (ABV) triggered	Fills form and provides D1 documents
5	Info confirmation	Fills form and provides D1 documents
6	In Principle Offer (AIP) generation	Gets in-principle offer
7	AIP offer acceptance	Accepts in-principle offer
8	Document completion digital < - > Document Verification, ABV, Final Offer (FO) generation	Provides D2 documents
9	Verification Triggers (Video-KYC, others(?))	Completes verifications
10	Verification Confirmation	Completes verifications
11	Final Offer confirmation; Choose Loan Options, lock record in LOS; Loan/ creditline offer populated in customer App	Gets and accepts final offer, chooses loan features
12	E-Kit (e-NACH, e-sign) generation & checking	Executes Documents
13	E-Kit execution	Executes Documents
14	Loan/ creditlinepopulated on App, LMS record generated.	Pre disbursement process
15	SA mapped to app	Pre disbursement process
16	Disbursement request received	Pre disbursement process
17	Collateral details and documents received (if applicable)	Pre disbursement process
18	Collateral checks initiated to agency	Receives approval of collateral (if applicable)
19	Collateral check updated by agency	Receives approval of collateral (if applicable)
20	Checker pre disbursement check (Manual)	Disbursement
21	Disbursement in favour of vendor/ customer	Disbursement
22	LMS updated and locked; loan/ creditline activated in customer app	Disbursement
23	At completion stage or drop out stage – Propensity models to be run	Life Cycle Management
24	Pre-Approved / Qualified offers to be generated based on same.	Life Cycle Management
25	Push the offers on app or customer login	Life Cycle Management
26	LMS for transaction management	Life Cycle Management
27	Customer support for customer servicing	Life Cycle Management
28	Collections data moves thru LMS for collections	Life Cycle Management



# Broad Level Functionality Specs

S. No	Activities	Functionality Specs
1a	Marketplace interface - Short form info	Existing with minor modifications in form fields. Dedupe check. Cust id generated.
1b	NBFC interface - Short form info	Same as marketplace form. To check for ETB vs NTB.
1c	Partner POS interface - Partner form	App based interface for POS/ POS sales agents (multiple agents can be mapped to same partner) to punch in customer information, collateral/ CD/ Zwh details/ loan requirement and check offers. Consent to be taken for each lead by OTP to customer. Dedupe to be overridden for POS cases. Long form to be integrated here itself. Cust id generated.
2	Long Form info	Existing with minor modifications in form fields. Not applicable in case of 1c.
3	Bureau, e-KYC info	Obtain PAN, Aadhaar consent, Bureau consent, C-KYC option. Filter out ineligible profiles and hunter rejects at this stage.
4	Other CRM Journey info < - > Authentication Based Verifications (ABV) triggered	Banking (mandatory) and other additional information to be gathered for customers through the long form in DIV mode (no assisted model). Drop- offs to be handled through triggers-based communication from CRM (and not from engagement tool for this). Drop off and stage to be available on panel to POS partner (if applicable) and our internal ops team. Ability for POS / marketplace partner to manually trigger these.
5	Info confirmation	Specified information to be sent to customer in form of an editable form (with OTP in case on non login / partner cases) for confirmation to confirm all the information before submission.
6	In principle offer (AIP) generation	BRE/CRE/ Scorecard/ Perfios (or equivalent) to be run to create an offer based on the information provided by the customer. Offer can be for higher/ lower amount than that filled by customer/ partner. If the customer does not fit in to the program, regret message to be generated. Offer validity period, list of additional documents required (D2) and specific conditions to be system generated.
7	AIP offer acceptance	MITC displayed to customer alongwith indicative commercial terms of the offer. Customer to provide acceptance to move ahead with loan and opening of new zero balance SA (except if the customer already holds a digital SA with our partner bank). Offer validity period, D2 list and specific conditions to be displayed.

8	Document completion digital < ABV, Final Offer (FO) - > Document Verification, same are sent for digital reading, validation and verification.	
9	Verification Triggers	Rule based verifications as required are triggered. To include residential location (on app), selfie, video - KYC, office email verification, social media (if applicable)
10	Verification Confirmation	Verification confirmation is received from service provider and tagged. Status of each verification - To be initiated/ Pass/ Reject/ Reinitiated/ Response awaited/ Response not clear. For status = PASS, provide Expiry date. Same verification to not be initiated again if within the expiry date in case of reopening of case. Status based rules in CRM to trigger communication and funnel management. Drop off and status to be available on panel to POS partner (if applicable) and our internal ops team. Ability for POS / marketplace partner to manually reinitiate verifications.
11	Final Offer confirmation; Choose Loan Options, lock record in LOS; Loan/ creditline offer populated in customer App	On completion of document & matching the same with information confirmed in step 5, either the final offer is confirmed to the customer or the AIP offer is withdrawn. Updated offer, its validity period and specific conditions are system generated and displayed along with MITC in customer app. Flexible options available to the customer are displayed and customer is asked to choose a combination. Final consent taken on chosen offer and record is locked in LOS. Post validity period, customer cannot accept the offer but can request for revalidation of the offer. In such a case, the process restarts from Step 5.
12	E-Kit (e-NACH, e-sign) generation & checking	For docs & verification completed cases, E-Kit generation is done (& checked by ops team?). Final offer (with all details and MITC), e-NACH and e-sign options are populated in customer app. Check that all applicable verifications are within Expiry Date at point of generation of E-Kit and its validity doesn't exceed the earlier of (normal validity of offer and earliest Expiry Date of applicable verifications). If not, retriggers only the expired checks and proceed once OK.
13	E-Kit Execution	Customer accepts the digital SA and loan agreement and executes e-NACH on app.
14	Loan/ creditline populated on App. LMS record generated.	Loan/ creditline is activated. All converted and open loan offers are deactivated. Lock record in LMS.
15	SA mapped to app	SA is mapped to the customer and the new loan account. SA



16	Disbursement received	Option for customer to submit online disbursement request.
17	Collateral details and documents received (if applicable)	Customer to populate collateral details and provide documents. List of docs to be generated as per the type of collateral.
18	Collateral checks initiated to agency	Initiate legal/ technical/ valuation checks by agency for collateral. Provide panel to the agency to access and update records. Tracking of cases and funnel report to be generated.
19	Collateral check updated by agency	Agency to update status of each collateral check. Forms of each report to be pre-populated on system and updated by agency with proof (e.g. photo/ geo tagging/ voice recording/ video/ title reports/ valuation certificates as applicable)
20	Checker pre disbursement check (Manual)	Ops to check all documents, e-NACH status, collateral check status, disbursement details and confirm OK to proceed. Exceptions/ holds (if any) to be updated to customer. Status based triggers in CRM to handle these in DIV mode. Ability to track status by partner and our ops team.
21	Disbursement in favour of vendor/customer	For checker OK cases, disbursement to be processed as per customer instructions, policy and POS details available in the system.
22	LMS updated and locked; loan/ creditline activated in customer app	Disbursement completed and tracking now available in customer app. Ability to draw down in case of creditline.
23	At completion stage or drop out stage – Propensity models to be run	Run in house propensity tool to check customer eligibility and suitability for other asset, liability and lifestyle products.
24	Pre-Approved / Qualified offers to be generated based on same.	Based on propensity model, PA/PQ offers generated for product lender mix.
25	Push the offers on app or customer login.	Engagement tool pushes the offers on app or customer login.
26	LMS for transaction management	LMS manages the customer transaction & integrates with customer login.
27	Customer support for customer servicing	CRM to integrate with LMS, CMS to provide single view while servicing.
28	Collections data moves thru LMS for collections	Collections workflow to be set up.

The system will need to have following in addition to what has been described above:

1. Product table: To define various product variants available.
2. Lender table: To define the lenders available & link the lenders to products.
3. Program table: To define the policy construct for the product.
4. Communication Panel: Where we can define the communication messages / templates for each event. Turn them on/off, define frequency and queuing.

# System Mapping

S. No	Activities	System – Existing / New	System Name	Build Vs Buy
1a	Marketplace interface - Short form info	Existing	App/ Web-view	Build
1b	NBFC interface – Short form info	New	App/ Web-view	Build
1c	Partner POS interface – Partner form	New	Partner View	Build
2	Long Form info	Existing	App / Web-view	Build
3	Bureau, e-KYC info	New	Utility	Build
4	Other CRM Journey info < - >	Existing + New	CRM	Build
	Authentication Based Verifications (ABV) triggered			
5	Info confirmation	New	App/ Web-view	Build
6	In principle offer (AIP) generation	New	BRE, CRE, Scorecard	Build + Buy
7	AIP offer acceptance	New	App/ Web-view	Build
8	Document completion digital < - >	Existing + New	DMS	Build
	Document Verification, ABV, Final Offer (FO) generation			
9	Verification Triggers	New	Verification System	Buy
10	Verification Confirmation	New	Verification System	Buy
11	Final Offer confirmation; Choose Loan Options, lock record in LOS; Loan/ creditline offer populated in customer App	New	BRE/ CRE/ Scorecard, App/ Web-view, LOS	Build + Buy
12	E-Kit (e-NACH, e-sign) generation & checking	New	DMS, Payments	Build + Buy
13	E-Kit Execution	New	App/ Web-view, LOS	Build + Buy
14	Loan/ creditline populated on App. LMS record generated.	New	LMS	Buy
15	SA mapped to app	New	CRM	Build
16	Disbursement request received	New	App/ Web-view, LMS	Build
17	Collateral details and documents received (if applicable)	New	App/ Web-view, DMS	Build
18	Collateral checks initiated to agency	New	DMS, Agency Panel	Build
19	Collateral check updated by agency	New	DMS, Agency Panel	Build
20	Checker pre disbursement check	New	CRM / LOS	Build



	(Manual)			
21	Disbursement in favour of vendor/customer	New	LMS	Buy
22	LMS updated and locked; loan/credentiline activated in customer app	New	LMS	Buy
23	At completion stage or drop out stage – Propensity models to be run	Existing + New	Propensity Model	Build
24	Pre-Approved / Qualified offers to be generated based on same.	Existing	CRM	Build
25	Push the offers on app or customer login	Existing	Engagement + CRM	Build
26	LMS for transaction management	New	LMS	Buy
27	Customer support for customer servicing	Existing	CRM	Build
28	Collections data moves thru LMS for collections	New	CMS	Buy

The systems required based on the workflow:

System Name	Build Vs Buy	Existing Vs New Vs Mixed
App/ Web-view	Build	Mixed
Partner View	Build	New
Utility	Build	New
CRM	Build	Existing
BRE	Build	New
CRE	Build	New
Scorecard	Buy	New
DMS (incl OCR)	Build + Buy	Mixed
Verification System	Buy	New
LOS (or extended CRM)	Build / Buy	Mixed
Payments	Buy	New
Agency Panel	Build	Mixed
LMS	Buy	New
Propensity Model	Build	Mixed
Engagement	Build	Existing
CMS	Buy	New
Reporting Tool	Build	Mixed
Analytics	Build + Buy	New

This is only considering the product features for these systems, components within these systems may also question of build vs buy like for DMS on OCR, Bank Statement reader, Verification on APIs like EPFO, mobile etc. For such integrations to start with we are going ahead with Buy decision as that will ensure that the stack is ready and then if we want to move to build later, we can do so.

For BRE / CE the rules will be made as operator based (+, -, \*, /) rules with an If-Else based condition & so we can freeze on the technology that we would want to use there. However, for a single application we may want to run multiple parallel rules and hence the multiplicity of calculations

needs to be considered. The current stack on which the lender rules are configured would be the most optimal choice if that can be adapted for running additional rules.

### Verification System

S. No.	Verifications	When	Type
1	Mobile	Pre-Bureau request	Online - OTP
2	PAN	Pre-Bureau request	Online
3	E-mail	Pre-offer generation	Online
4	Bureau	Pre-offer generation	Online
5	EPFO	Post bureau & Pre-offer generation	Online - OTP
6	Residence	Post-offer acceptance & Pre-documentation	Online
7	Office	Post-offer acceptance & Pre-documentation	Online
8	Employment	Post-offer acceptance & Pre-documentation	Online
9	Telephonic	Post-offer acceptance & Pre-documentation	Online
10	Fraud	Post-offer acceptance & Pre-documentation	Online
11	Legal	Post-offer acceptance & Pre-documentation	Online
12	Hunter	Pre-AIP Offer	Online
13	OSV	Pre disbursement	Video (Online)
14	Others	As added from time to time	

### Verification System Capabilities

S. No.	Capability	Description
1	To be able to auto trigger event based	Verification to be auto triggered based on certain events only
2	Defining validity of verification	All verifications to be defined for validity period.
3	SLA defined escalation of verification	Each verification SLA to be defined & exceptions to be escalated
4	Negative verifications to be thrown as exceptions	All negative verifications to be thrown as exceptions for reviewer
5	Vendor creation & mapping as per criteria for verification to be triggered to a vendor.	Masters creations & mapping of vendors to be allowed
6	Template defining for verification & integration with verification vendor system	Template for reports to be defined in system to standardise the reports & to be able to integrate into vendor systems.
7	Waiver criteria defining in system	Before triggering a verification, rule-based check on verification to be triggered.
8	Report output	Report output feature to make verification status part of CAM.

### Other Discussion Points

- Need to check with lenders explicitly on adoption of Experian as a primary bureau for running rules. Else, shift to CIBIL (preferable).
- Need to define tolerance levels for each variable in the CRF.
- Aadhaar-KYC (multiple modes), C-KYC, Video-KYC and Digilocker integrations to be done.