Application Development

**BANK APP**

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# Bank – Company Overview

## Introduction

Bank App is a Banking application where several users wants some account info and some loan related info

In the form of website.

## Product Categories

We have created user login and registration and contact us, about us pages and we have 3 different products and 3 different account creations.

Bank App deal 3 product categories:

1. Home Loan

* Rate of interest 6 %
* Most of the Account holders will approach for home loan(~65).

1. Car Loan

* Rate of interest 5%.
* Average of Account holders will approach for car loan(~15).

1. Medical loan

* Rate of interest 4%.
* Less number of Account holders will approach for car loan(~15).

Bank App deals with 3 types of account creation

1. Current accounts
2. saving accounts
3. Salary accounts

## Other Highlights

Bank App, established in the year 2010, has recorded substantial growth in terms of profit and market share(current market share in India is 8.9%, where in 2017 was 5.6% and in 2016 was 3.9%). But the market share of the company is not matching the overall Tell-density growth ratio in India, due to the limitations in the legacy system of the company.

Bank App’s major ratio of profit in 2018 are consumed by marketing activities, where most of them are manual in nature. So company has decided to opt marketing activities where there is less human intervention.

## Current Strategy& Implementation

* Giving attractive interest to customer to attract.
* Maintaining the individual accounts.

# Customer Retention and End to End Automation

## Objective

To retain the customer of Bank App by helping implement the strategy leveraging the current implementation and enhancing it wherever required and increase profitability.

### PROBLEM HANDLING

Problem Handling processes are responsible for receiving trouble reports from customers, resolving them to the customer's satisfaction and providing meaningful status on repair activity to the customer. They are also responsible for customer contact and support in relation to any service-affecting problems detected by the resources or through analysis, including proactively informing the customer and resolving these specific problems to the customer's satisfaction

• Isolate Customer Problem • Issue & Distribute

Marketing Collateral

• Track Leads

• Report Customer Problem

• Track & Manage Customer Problem

• Close Customer Problem Report

• Create Customer Problem Report

### Performance Requirements

Displaying account details and total balance with date

Registering new customers.