

LOAN ORIGATION SYSTEM IMPLEMENTATION – ISFC

Enables India Shelter Finance to automate their loan origination system on Salesforce

CUSTOMER PROFILE

India Shelter Finance Corporation Ltd. is an affordable housing finance company established in 1998, specializing in providing home loans for low-income profiles and informal income earners across India, with a significant presence in the retail segment. The company offers various loans, including for the purchase and construction of homes, home renovations, and loans against property (LAP).

OBJECTIVE

The objective of the project was to streamline the loan processing lifecycle by enabling a centralized platform for document access and approvals, enhancing sales productivity, ensuring quicker loan disbursements, and driving additional revenue through cross-selling opportunities.

CHALLENGES

The client was facing several challenges in their loan processing operations. The process was decentralized and fragmented, making it difficult for teams to seamlessly access documents of applicants, co-applicants, and guarantors. Sales executives struggled with low productivity due to the lack of real-time visibility into loan status and approvals.

Additionally, disconnected systems led to delays in loan approvals as there was no unified platform to manage the end-to-end loan lifecycle. Furthermore, the absence of a structured mechanism for cross-selling financial products like insurance limited the company's ability to generate additional business income.



AT A GLANCE

Challenges

- Decentralized and fragmented loan processing
- Low productivity of sales executives
- Delays in loan approvals
- Limited business growth opportunities

Benefits

- Faster loan processing and approvals
- Higher sales productivity
- Improved compliance and efficiency
- Increased business revenue

WHAT WE DELIVERED

Centralized Loan Processing Platform

To access applicant, co-applicant, and guarantor documents, approve loans, and provide real-time visibility to sales executives.

Improved Efficiency and Productivity

Enhanced sales productivity and enabled quicker loan approvals by streamlining the end-to-end loan lifecycle on one unified platform.

Cross-Selling Enablement

Facilitated insurance cross-selling within the platform, driving additional revenue and strengthening business growth.