



DIGITAL ONBOARDING SOLUTION FOR A LEADING HOUSING FINANCE PROVIDER

About the Client:

The client is a leading provider of Housing Finance in India, pioneering in housing mortgages, and known for its trust, solidity and sound principles. Since its inception, the client has defined and set high standards in the housing finance sector.

Over the last four decades, the client has evolved into a multi-product financial conglomerate, diversifying itself into banking, life insurance, general insurance, asset management, real estate venture funding and education loans.





Challenges:

- ✓ As a part of its current digitalisation initiative, the client wanted to digitalise the onboarding process for its Business Sourcing Agents (BSA).
- ✓ The client wanted to expand the BSA network and accelerate its growth in sales and revenue.
- ✓ Previously, an in-house web application built on primitive technologies was employed to complete the onboarding of BSAs. As the approach required manual intervention, the onboarding process was time-consuming and inefficient.
- ✓ The documentation effort, lack of visibility on the status of the process, data validations, document verifications, multiple levels of approvals and poor user experience were some of the primary challenges associated with the onboarding process.
- ✓ Thus, the client wanted a solution that could be integrated with e-stamping, e-sign, OCR systems and the internal accounting and HRMS systems to effectively address all these challenges providing a smoother and faster user experience with an efficient onboarding process.

The Solution:

Centelon provided the client with a digital onboarding solution that helps BSAs in the smooth and faster submission of application forms and minimized follow-ups with BSAs for missed information. The solution improves the BSA onboarding experience and helps the client to ensure that validated and authenticated BSA information and documents are entered into the system. Integration with third-party systems internally and externally enables the client to automate many tedious workflows saving time and cost.

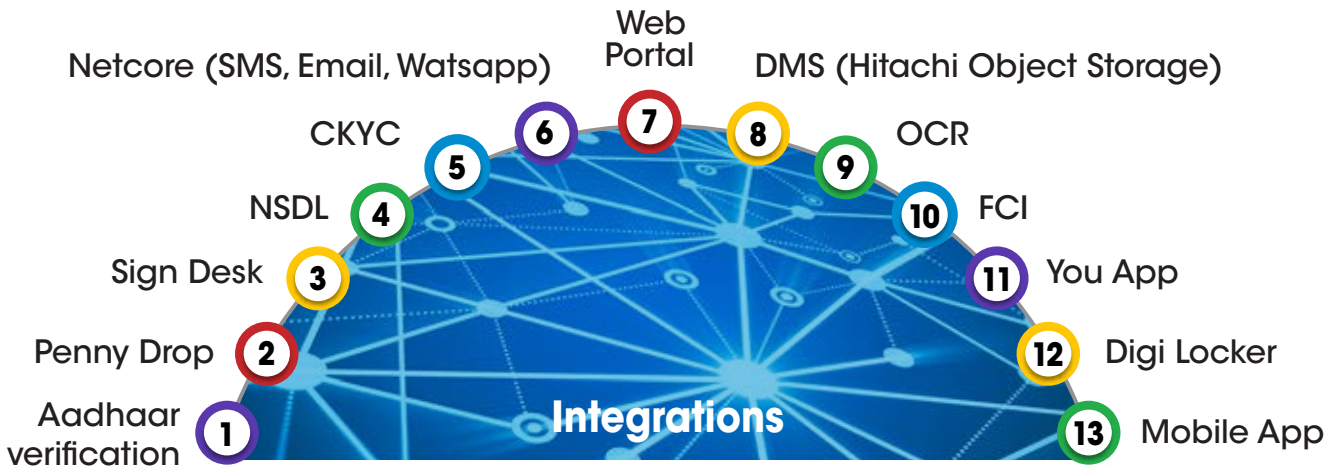
- ✓ The client's sales team can generate digital onboarding invite links using basic information collected from BSAs
- ✓ The sales team can track the BSA onboarding journey
- ✓ Multiple levels of reviews and approvals for the application configured in the solution based on the workflow
- ✓ Data accuracy and data quality improvement due to validations and authentications
- ✓ Elimination of tedious processes by automating tasks
- ✓ BSA can avoid efforts in documentation and validations
- ✓ Faster processing of the application and real-time notifications on key actions





Tech Stack:

Technology:  | 







Benefits:

- ✓ Transparency into the process and the current status of the application
- ✓ Minimizes any follow ups with BSAs for missed information
- ✓ Improved BSA onboarding experience
- ✓ Reduced compliance cost
- ✓ Improvement in process efficiency
- ✓ Faster turnaround time
- ✓ Eliminated documentation cost and effort



Let's Keep in Touch

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