



# Integrated multichannel platform for Financial Service Provider



ATTENTION. ALWAYS.



**aspire**   
SYSTEMS  
*attention. always.*

## THE CUSTOMER

Our client provides tailor made funding solutions for small businesses. They offer fast-paced short-term working capital advances to any size business.



## THE CHALLENGE



The client required a simple interface for the users along with an integrated platform across all channels for ease of operations. They were looking for a solution which would make the application process smoother and less time consuming for their customers and at the same time give the service provider seamlessness of processes.

- 1 Lack of a portal to provide a simple self-service interface for users to submit loan application in minimum steps.
- 2 Need for an efficient digital platform for lead generation and campaign management processes.
- 3 The client needed a solution to generate a uniform and connected experience while broadcasting discounts and other announcements across multiple channels.
- 4 They required Aspire to develop an integrated process to accept loans from partner organizations.
- 5 There was no process automation for approvals and other associated tasks involving external systems at multiple stages. This caused delays.
- 6 Need for a system for data analysis and predicting user behavior to generate useful insights for business.
- 7 Lack of a provision for contract management system on digital platform.

## THE SOLUTION

Users were supported with the ability to connect easily to merchant bank accounts and get the account summary details.

## THE BENEFITS

## BEFORE & AFTER SITUATION

- 1 Developed campaign management capabilities to a larger audience using managed campaign templates, configurable audience with tracking of clicks and response.
- 2 Developed a process enabling digital signing of contracts with effective contract management system.
- 3 Users were supported with the ability to connect easily to merchant bank accounts and get the account summary details. This helped in speeding up the overall loan approval process.
- 4 Developed a system to register external partners and accept loan applications using referral codes while allowing partners to manage their own applications.
- 5 Provide a single integration point through WS02 ESB for all the external systems.
- 6 Used Rack space infrastructure model for managing transactions.
- 7 Used Google Analytics to measure data in various channels and predict user behavior.

- ➔ A simple interface for users to submit a loan application in three simple steps thus improving the process efficiency.
- ➔ System to track user behavior and understanding click through rates providing users with an option to measure performance of campaigns and promotional activities.
- ➔ Process to manage transactions on pay per use basis using Rack space infrastructure model.
- ➔ Effective Contract Management process with Digital Authorization capabilities.



Aspire's solution cut down on lengthy loan application processes, making it easier and faster for end customers.



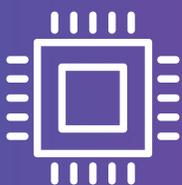
Provided uniformity of marketing.



Overall process of loan application and approval time reduced significantly.

## TECHNOLOGY SNAPSHOT

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Sharepoint  
Angular JS  
SQL Server 2012



## RESULTS

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Option to manage loan applications from partners enabled a 200% growth in the overall number of applications.

www.aspiresys.com



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## ABOUT ASPIRE

Aspire Systems is a global technology services firm serving as a trusted technology partner for our customers. We work with some of the world's most innovative enterprises and independent software vendors, helping them leverage technology and outsourcing in our specific areas of expertise. Our core philosophy of "Attention. Always." communicates our belief in lavishing care and attention on our customer and employees.

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