

# Case Study — Credit Card Allotment

India's largest private sector bank greatly benefits by using PrimeMatch™ during the process of credit card allotment.



## Customer pain points

The Bank was looking for de-dupe solution that enables customer exposure in real-time and efficient credit scoring during the credit card allotment process. De-dupe involves matching logic that catches the same applicant who had applied earlier for a credit card. Additionally, the Bank's credit card issuance process involves evaluating credit worthiness of the applicant based on a number of market driven parameters and standardized processes. For this, the credit decision making system interfaces with various systems and external agencies.

However, its existing solution was not efficient in matching variations in applicants yet consuming expensive infrastructure resources. The Bank wanted a more robust, flexible and dynamic system which can be parameterized, with no vendor involvement for configuration.

## Posidex Solution

The Bank chose **PrimeMatch® based Data Management Solution** after a thorough evaluation process and benchmarking the product with leading MNC vendors. Tighter integration with Posidex dedupe and Bank's Rule Engine for scoring allowed parameterization and better user control. Flexible GUI options allowed the Bank for rapid changes in parameters to keep up with market dynamics and changes in policy decisions.

## Results

In the old dedupe setup, 90% of the applications were having an average of 1-2 matches per application, while with Posidex, 85% of the applications are having about 1-10 matches per application resulting in millions of rupees of savings per annum.

The Bank nominated Posidex solution to the **PCQUEST "Best IT Implementations Of The Year"** in 2009.

Further, the Bank applied Posidex solutions for its multiple purposes such as checking of the retail loan applications against the defaulters database, integration within core lending system for customer exposure, identifying common borrowers during Merger and Acquisition etc.

## About the Client

Our client is India's second-largest bank with total assets over US \$80 billion, a network of over 2,000 branches and presence in 18 countries. It offers a wide range of banking products and financial services to corporate and retail customers and has subsidiaries areas of investment banking, life and non-life insurance, venture capital and asset management.

## Testimonial in PCQuest

*"...This has resulted in an average dedupe percentage of 47% with Posidex as against the 21% with the older logic. The total estimated savings will be **US \$5 million PA** assuming a 5% increase in approval and decline rates under the Posidex dedupe match logic and **US \$10 million PA** with an assumption of 10% increase in approval and decline rates. **All this has led to an almost 10 times improvement in processing speeds with minimal hardware requirements.**"*

*Asst. General Manager.*



## About Posidex

Posidex provides a suite of solutions using validated and proprietary numeric algorithms that enable companies improve the quality of their data, allow them to aggregate data from silos and manage data assets into a single repository in a very cost effective and efficient fashion. Our clients are among the largest data depositories in BFSI, Government and Healthcare.



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