



BANKING CASE STUDY

10 Seconds Personal Loan

The solution is allowing the bank to disburse loan instantly credited into customer's account in 10 seconds - an industry first!

Client's Pain Point : Disburse loan within 10 Seconds!

- PL applications End to End Disbursal process was taking more than 12 hours.
- Retail asset dedupe system matches were only around 40%.
- Large Number of False Positives.
- Lot of man-power for verification of matches.

References

<http://www.thehindu.com/business/Industry/hdfc-bank-launches-10second-personal-loan-disbursement-scheme/article7329584.ece>

<https://www.hdfcbank.com/htdocs/digital-campaign/tensecondsloans.html>

The Bank in India was one of the first institutions in the retail lending space to completely automate the entire process of loan approval and disbursement. Apart from giving a 360 degree view of the customers, Posidex has also helped the bank build Industry's first 10 seconds PL solution! The 10-second loan is a completely hassle free and transparent as users no longer have to wait for disbursement of funds, particularly in cases of emergencies where there is an urgent need for cash.

The Posidex Edge

- **Speed & Accuracy:** Enabling the disbursal of PL in less than 10 seconds – an Industry first!
- **Focused prospecting:** Targeted base of users. Lesser probability of defaulting by users. Better De-dupe matching process, Improved productivity.
- **Efficiency:** Average 10x to 20x improvement in the processing speeds.
- **Flexibility:** Policy driven configuration, substantial improvement in process, Power of IT in the hands of business users.
- **Customer delight:** Enhanced Customer Experience building on wow factor with 10 secs loan disbursalment.
- Retail asset dedupe system matches increased from 40% to 70% - made significant impact on the speed of decisioning and automating the process.
- Enabling faster decision making on the basis of dedupe results thrown by Posidex system with High accuracy and High recall!
- Accurate Matches with least false positives
- Top line and Bottom line impact: Increased Return on Investment (ROI) with impact across verticals – Risk, Underwriting, Operations, Sales, Marketing, Credit and analytics. Less wait time for loan disbursal, enhanced productivity and profitability.

The solution is allowing the bank to disburse loan instantly credited into customer's account in 10 seconds. This has been made available 24 x 7 through net banking to select pre approved customers of the Bank.

- Instant Loan disbursal
- Paperless and online
- First of its kind in Banking industry

For more information:
<http://www.posidex.com>