

CASE STUDY: BANK IMPLEMENTATION OF A SMALL BUSINESS LOAN APPLICATION

COMPANY OVERVIEW

The client is a mid-sized bank based in Minneapolis, Minnesota with 4 branches across the state.

COMPANY PROFILE

Location	Minneapolis, MN
Employees	200+
Industry	Financial
Competitor	N/A
Solutions	Sales Cloud, Nintex Drawloop, DocuSign, Visual Flow
Go Live Date	9/1/18



CHALLENGE

The client had a small business loan application process that was all done with paper documents. All communication, back and forth, and required documents were all done through email. There was little visibility into the status and where the loan was in the overall process.

SOLUTION

- Implemented a community with all custom lightning components for a custom look and feel
- Community allows back and forth with clients using tasks.
- Process contains all required information needed to evaluate the application and for internal banking representatives to make a decision.
- Automated process to get application contacts into the community to fill out their specific section of information.

“Reports and Dashboards provide large scale visibility of the status of all Small Business Loans across the organization.”

THE RESULTS

Shortened the overall length of Small Business Loan application from 4-6 weeks to 3-4 weeks.

Allows one banking representative to manage more Small Business Loans at a time.

Allows better forecasting and visibility to leadership on status of various application statuses.