



## An omnichannel loan origination set up in 4 weeks with Data-centric Business Process

The data-centric technology dramatically reduces the time-to-market of a fully multichannel origination process.

### The situation

The loan origination is a complex process traditionally difficult to tackle in a multichannel context. The handling of the customer interactions happens through front-end applications which are normally isolated from the operational process. The resulting system is usually unable to deliver a truly integrated experience, with the cost efficiencies and the visibility that the customer expects from up-to-date companies. Solving this issue is paramount to the competitive strategy of a bank wanting to achieve digital customer acquisition.

Balandra can design and implement a loan origination, from the data capture and all the way to the customers' documents handling, managing the messages related to the process and the behaviour in all the channels. Balandra was requested to include the process including document treatment, master data engagement and omnichannel response into one manageable system, with a fast delivery path for business-required changes.

### The solution

The bank is a traditional bank with working on-line channels where potential customers could apply for a loan. After the raise of mobile and the enhancement of the web channel, the bank conclusion was that omnichannel management of a customer process by coding had reached its limits.

Balandra came across presenting the data-centric approach as the way to orchestrate complex processes with multiple channel systems, and a simple, manageable solution for the complex event modelling that was needed in such cases. Balandra provides a specific methodology to translate the intuitive, process-like definition to a multifaceted process solution, with simple mechanisms for the business to manage the customer engagement throughout the on-line and off-line interactions, ensuring a consistent and compelling "Brand Behaviour".

Balandra was primarily expected to handle the data gathering and the behavioural follow-up, then to handle the customers' documents reception and then to trigger the appropriate process across external systems such as the credit scoring and the loan inscription. The team approached the issue defining the full scope of the customer journey. The design was made including integration with the Master Customer Data and external parties' information such as the Social Security, with much less effort than what would be needed in a traditional approach.

As a result, Balandra successfully manages the actual customer process, with full control from the business areas through the business rules that steer the experience and that are managed in a



BRMS (IBM/ODM), embedded in Balandra. This allows a real capacity handed over to the business so that the improvement of the customer experience has a very fast design-to-delivery cycle.

### The result

The project with Balandra successfully matched all the goals set by the bank: the channels applications could be unloaded of all the business logic, which was managed from a central point, accessible to the business, and the operational process was giving full visibility to all the customer touchpoints.

The integration with the back-office allowed to qualify all the documents needed and trigger actions both towards the customer and in the customer service teams.

The resulting process, a data-centric design run in Balandra, could be exported for reuse, documented, and changes for business reasons or to include new needs such as new suppliers or new sources of information.

### How the bank and the Balandra team worked together

Balandra's team worked with the business areas of the client to express the requirements during a discovery phase. After that, the process was formalized according to Kopernik, a data-centric modelling methodology, owned by Balandra and the Universidad Politècnica de Catalunya.

The integration with the existing interfaces was done by the technical team, as the transcription of the model in Balandra.

### About Balandra

With its recognition as a Gartner Cool Vendor in 2015, and its team with 20+ years of direct customer experience, Balandra is the world leading supplier of data-centric process design and technology. Together with its clients, Balandra delivers business value through its technology solutions that are a perfect fit for the new needs of the digital company.

Learn more about us at [www.balandrasw.com](http://www.balandrasw.com)