



# Indian Lender's Guide to Digital Lending

6 Ways to Turn Tedious Loan Transactions into Exceptional Borrower Experiences



Featuring





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# Introduction

India's lending market is on a roll. From FY20 to FY23, personal loan originations grew 150% in volume, while auto loan originations grew 63% in value. During the same period, the average ticket size of home loans grew 22% to Rs. 24.7 lakhs ([CRIF High Mark](#)).

## What's catalysing this growth?

- **An aspiring middle class:** With incomes and purchasing power on the rise, India's middle class is eager for loans to fuel their financial aspirations.
- **Better digital infrastructure:** As smartphone and internet penetration improves, historically underserved populations across India can now access digital loans at the click of a button.
- **A strong digital lending environment:** The India Stack and its frameworks, including the Open Credit Enablement Network (OCEN) and the Open Network for Digital Commerce (ONDC), have simplified the flow of credit across the lending environment.
- **A surge in non-traditional distribution channels:** From cab and food aggregators to ecommerce firms and retailers, non-financial digital platforms are increasingly embedding loans within their core offerings to democratise access to credit.

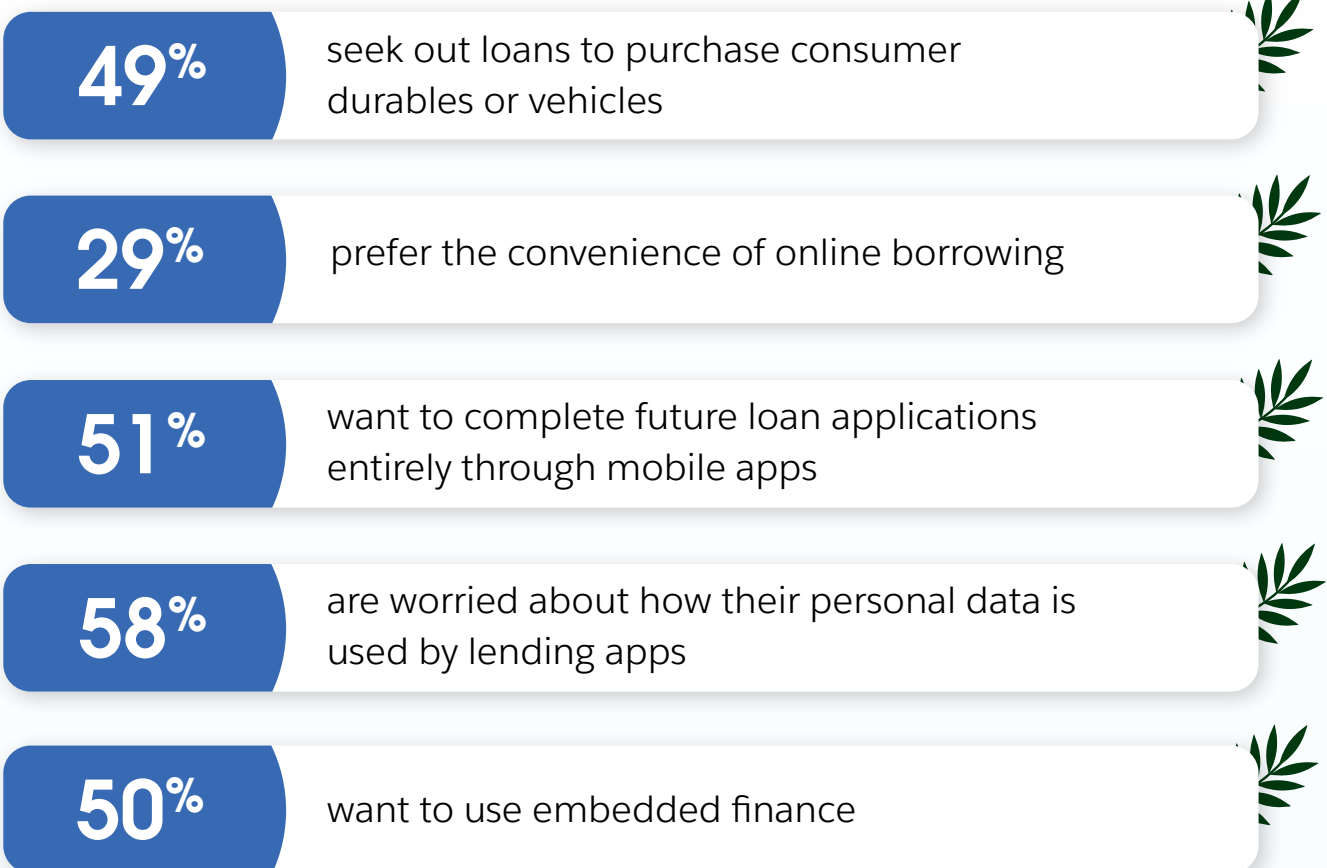
All of this is great news for lenders who now have more opportunities to thrive and grow their businesses. But the competition is rapidly heating up as a surge of digital-only lenders, financial technology firms, and non-banking financial companies (NBFCs) vie for the borrower's attention.

The borrower, in turn, demands no less than a seamless lending experience. They want affordable and personalised loans delivered on-the-spot, with minimal paperwork.

As lenders strive to meet these expectations, much of their success will hinge on how efficient their teams are, how well they use data to improve borrower experiences, and how effectively they use automation to speed up credit decisions.

This e-book explores those fundamentals and more. Discover what it takes to build a truly successful lending business that keeps borrowers coming back for more. Be inspired by the stories of six lending pioneers from India who transformed both borrower satisfaction and revenue growth. Then, learn how technologies like Salesforce can help you do the same.

## What Indian borrowers want



(Source: [How India Borrows 2023](#), an insights report by Home Credit India Finance Pvt. Ltd.)

## The roadmap to success: Key focus areas for lenders

Every lender wants to be the preferred choice for borrowers. Here's how to achieve that goal.



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# Improve operational efficiency with a unified loan origination platform



When you have multiple legacy systems operating without insight into what other groups in the same organisation are doing, every task in the lending cycle becomes longer and more cumbersome. Customers end up waiting for days, sometimes weeks, to get a loan approved because data, processes, and products are scattered across systems. Or, because there's a lack of communication and coordination across teams. This isn't an acceptable experience for anyone, let alone digital-first borrowers who expect ease and connectedness throughout the lending process.

### Key tips

- Consolidate disparate lending systems onto a single platform. The fewer the tools your teams need to navigate, the more efficiently they can serve customers. Slimming down to one platform also reduces your total cost of ownership, while improving your return on investment.
- Connect all stakeholders involved in the loan journey. Whether that's your relationship managers, direct selling agents, field investigators, or even your customers, unite them all on one trusted platform where they can easily communicate and collaborate. This reduces friction and helps information to flow seamlessly across touchpoints. So, loans can be disbursed faster.
- Consolidate your loan products too on one platform. Having a unified product view helps your teams to match customers to the right products, while also cross-selling and upselling more effectively.





## How Bajaj Finance Limited Auto Finance used an integrated platform to speed up lending journeys

At [Bajaj Finance Limited Auto Finance](#) (BFL-AF), leads and loans used to be processed through multiple different systems. This fragmented the company's view of customers. Plus, many of the systems would crash during festive seasons when data volumes soared.

Not anymore. With Salesforce, the company has replaced three major applications with a single digital loan origination platform that can easily scale up to handle large datasets. Teams, freed from toggling between systems, are faster and more productive. All the data they need to manage leads, onboard customers, and disburse loans is available at the click of a button.

Every day, thousands of inquiries are efficiently captured, categorised, and nurtured through [Sales Cloud](#). Borrowers enjoy a smooth and fast experience, thanks to 40+ back-end integrations that speed up verification checks.



## Impact



**reduction in loan  
processing time**



**cost savings in  
credit decisioning**



**With Salesforce, we are optimising our processes;  
and also seeing considerable cost-savings, higher  
productivity, and fewer errors.**

**Rajendra Bisht**

VP - Technology and Digital, BFL-AF

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**Make lending experiences  
seamless with simplified,  
automated processes**



Most loans are complex affairs with tons of paperwork, risk assessments, and credit checks. But the best lenders make this process appear effortless. They eliminate gaps, minimise manual work, and ensure that the lending environment runs like a well-oiled machine. So, borrowers can focus on what's important: Getting loans at the best interest rates with the least amount of friction.

### Key tips

- Simplify the loan origination process to give your customers a seamless experience. Ensure that every step from credit application to loan servicing is optimised for speed and precision.
- Digitise and automate as many tasks as possible. The less paperwork and admin your loan officers have to physically handle, the more time they can spend adding value to customers.
- Use artificial intelligence (AI) and analytics on your customer data to draw out insights and the next best actions that can help improve customer experiences.
- Build digital agility into your lending cycle. You should be able to change and update your processes quickly in response to customer expectations, market conditions, competitive pressures, and regulatory changes.





## How Aavas Financiers reimagined lending experiences for underserved customers

[Aavas Financiers Ltd.](#), a pioneer in housing loans for low and middle-income customers, wanted to deliver its loans faster and with more predictability. But manual and paper-based loan origination processes were delaying credit approvals.

With [Sales Cloud](#), the company has simplified and automated its entire loan origination cycle. Agents on the street use the Salesforce mobile app to capture home loan documents and customer requirements on-the-go. This data is automatically routed for KYC verifications and approvals, so customers receive credit faster.

For a loan update or a statement of account, customers can easily raise a request through multilingual chatbots, emails, or calls. Service processes are automated on [Service Cloud](#) to ensure that customer queries are resolved quickly.

Meanwhile, a command center built on [Tableau](#) makes it easier for Aavas to analyse loan pipelines, regions with the highest loan uptake, and other data. AI-powered analytics help teams anticipate customer needs, calculate risk-adjusted loan rates, and predict how loans will be repaid. These insights can be used to improve operational efficiency even further.

# Impact



**reduction in decision-making  
time from document submission  
to loan sanction**



**Technologies like Salesforce are the fulcrum on which we're able to deliver a predictable and consistent loan processing experience, as well as ease of service.**

**Sachinder Bhinder**

Managing Director and CEO, Aavas Financiers

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## Speed up credit decisions with API integrations



Today's consumers, habituated to the immediacy of digital payments and on-demand services, expect instant access to capital. Whether it's to fund their latest electronics purchase, or to meet an unexpected expense, loans now need to be approved in minutes, if not seconds.

### Key tips

- Set up a backbone of APIs that integrate front-end loan application systems to back-end customer verification databases, credit bureaus, and other service providers. With information flowing seamlessly across this environment, credit decisions can be expedited.
- Choose a loan origination platform with low-code API tools to speed up time to market.





## How DMI Finance makes credit decisions in less than 60 seconds

With fewer than 200 employees in its digital lending business, [DMI Finance](#) knew that it would have to rely on technology to process loan applications quickly and seamlessly.

Through [MuleSoft APIs](#), partners can easily relay customer and loan data to DMI. Additional integrations help validate the borrower's identity based on their Aadhaar number, PAN number, photos, and other details. The resulting inputs flow back into Salesforce where a decision engine enables almost instant credit decisions.

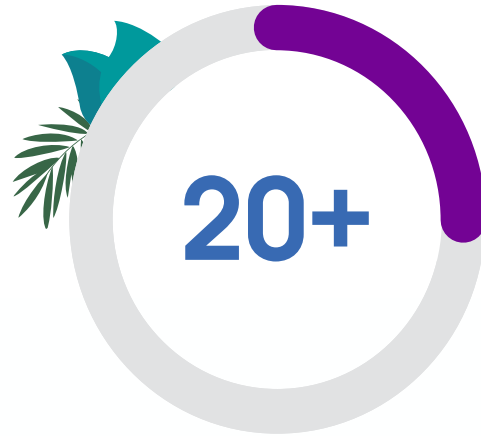
With this level of integration and digitisation, about 300 loan transactions can be processed each day through a single Salesforce license. By contrast, a credit officer at a traditional bank might only be able to process 2–3 transactions a day.



## Impact



**API-led verification checks performed on the fly**



**credit decisioning applications integrated with MuleSoft**



**Salesforce has become our API engine, our core non-banking platform that interfaces with everyone.**

**Shivashish Chatterjee**

Co-founder and Joint Managing Director, DMI Finance



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**Engage borrowers at the right time with a rich and instant 360-degree borrower view**

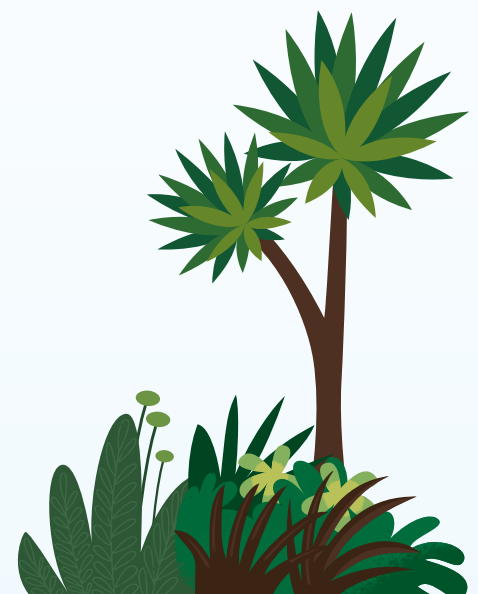


As lending businesses scale up, the magnitude and complexity of their data also increases. Each new customer interaction – be it a website visit, loan application submission, or service query – generates new data points. Similarly, each new lending product or mobile app that's introduced creates new streams of customer information.

Without a single source of truth to unify all these inputs, lenders may struggle to understand the customer's lending needs, behaviours, and history. This can diminish their ability to deliver the personalised and engaging experiences that borrowers have come to expect.

### Key tips

- Use a lending platform that can capture and consolidate borrower data at scale into a 360-degree borrower view. With a few simple clicks, you should be able to see each borrower's credit requirements, transactions, borrowing behaviours, communication preferences, demographics, and more. This information can be used to segment your borrowers more accurately, and delight them with personalised offers through your marketing channels or call centers.
- Monitor customer interactions, feedback, and satisfaction levels across various touchpoints. Use these inputs to build long-term relationships.
- Prioritise customer data security and privacy. Use strong authentication methods, encryption, audit trails, and regular patches to nurture trust and transparency.





## How Auxilo Finserve creates end-to-end visibility across the student loan journey

Education loan provider, [Auxilo Finserve](#), was growing fast, and so were its data volumes. The company needed a growable and flexible platform to bring together all this information.

With Salesforce, Auxilo has connected all its student data into a single, unified view that helps teams deliver seamless student experiences across touchpoints.

APIs automatically integrate student information from various third-party applications onto Salesforce – so, teams don't have to waste time manually entering this data. Moreover, the entire lead management and loan origination cycle is simplified and automated on [Sales Cloud](#) to help students fund their education dreams faster.

With dynamic campaign management tools, teams can easily tweak lead nurturing campaigns to target specific student segments (e.g., STEM students, students applying to study in London). Meanwhile, instant sales dashboards make it easy to track and mitigate sales bottlenecks, forecast targets accurately, and reduce turnaround times across the student journey.

Across these and other touchpoints, student data is protected in compliance with RBI guidelines through strong data masking, backup, and restoration capabilities.



**Choosing Salesforce for our business was a no-brainer. With it, we've built the entire student journey from lead management to loan origination on one platform, instead of using multiple products.**

**Kumar Lalwani**

CTO, Auxilo Finserve

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## Improve borrower satisfaction with digital-first, omni-channel service



The lending experience doesn't end once a loan is disbursed. Even after, customers expect exceptional service – whether they're looking to refinance their loan, adjust the terms of payment, or understand debt-to-income ratios. Lenders that deliver prompt, empathetic, and personalised service can easily turn one-time borrowers into repeat customers.

## Key tips

- Improve service productivity by automating as many workflows as possible. For example, automated triaging can help categorise and route the right service request to the right agent for faster handling. Similarly, AI can help surface complex queries that require urgent attention.
- Make it easy for your customers to raise service requests via phone, email, WhatsApp, or any other channel of their choice.
- Remember that loan-related service queries can't wait. Let the customer know that you've received their query; provide an estimated resolution time; and follow through proactively. Swift communication shows commitment.





## How Kotak Mahindra Bank resolves service requests in less time

When customers at [Kotak Mahindra Bank](#) take out multiple loans, or open a savings account, they expect consistent service experiences across these portfolios.

With [Service Cloud](#), Kotak has built an omni-channel customer service and engagement platform. Enterprise-wide service activities and touchpoints are connected on the platform – so, customers enjoy seamless service experiences. They can raise service requests on any channel that's convenient – be it email, phone, or live chat. All these requests flow into Salesforce where a unified customer view speeds up resolution time.



**We've consolidated 12 systems into one omni-channel customer service and engagement platform across products and verticals. So, customers feel like they're talking to one organisation, not multiple departments.**

**Milind Nagnur**

Group President and Chief Technology Officer, Kotak Mahindra Bank

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## Help customers to self-serve



In a digital world, borrowers shouldn't have to constantly email service reps, or make multiple phone calls to manage their loan account. All they need is a simple self-service tool. With it, they can stay on top of their lending transactions and needs anywhere, anytime. That means fewer calls to lenders, which then translates into lower operational costs.

61%

of customers prefer to use self-service to resolve simple issues

- [Salesforce's State of the Connected Customer Report](#)

### Key tips

- Create a self-service portal or app that's not just a simple FAQ page, but a place where borrowers can view their loan details, upload documents, make payments, request support, and perhaps even apply for a loan with ease.
- Include relevant features like loan calculators that can help estimate monthly payments, loan account personalisation tools, and automatic alerts for loan updates.
- Collaborate with marketing teams to promote initial customer engagement and ongoing usage of the self-service tool.
- Keep improving self-service content. Ensure that knowledge articles and guides are compelling, direct, and easy to read.





## How Hero FinCorp puts power in the customer's hands

[Hero FinCorp](#) has helped about nine million Indians finance their dreams of buying a new vehicle, starting a small business, or studying abroad. With Salesforce, the company processes up to 50,000 loan cases a day, and disburses two-wheeler loans in a few seconds.

For customers who prefer unassisted journeys, the lender has built a self-service mobile app using [Heroku](#). Customers can use the app to request for a statement of account or foreclosure letter, repay loans through multiple channels, and manage other routine queries easily.

With more customers self-serving through the app, service agents are free to focus on complex cases that require personalised support. And since the app is integrated with [Service Cloud](#), data flows seamlessly between the two systems. So, if a case raised on the app is transferred to an agent, that person can pick up from where the customer left off.



# Impact



**of queries are resolved through self-service**



**Earlier, we had just a few agents servicing around 5,000 calls a day — which left thousands more unaddressed. But now that up to 40% of queries are resolved through self-service, our agents are saving significant time and effort.**

**Saiprasad Potaraju**

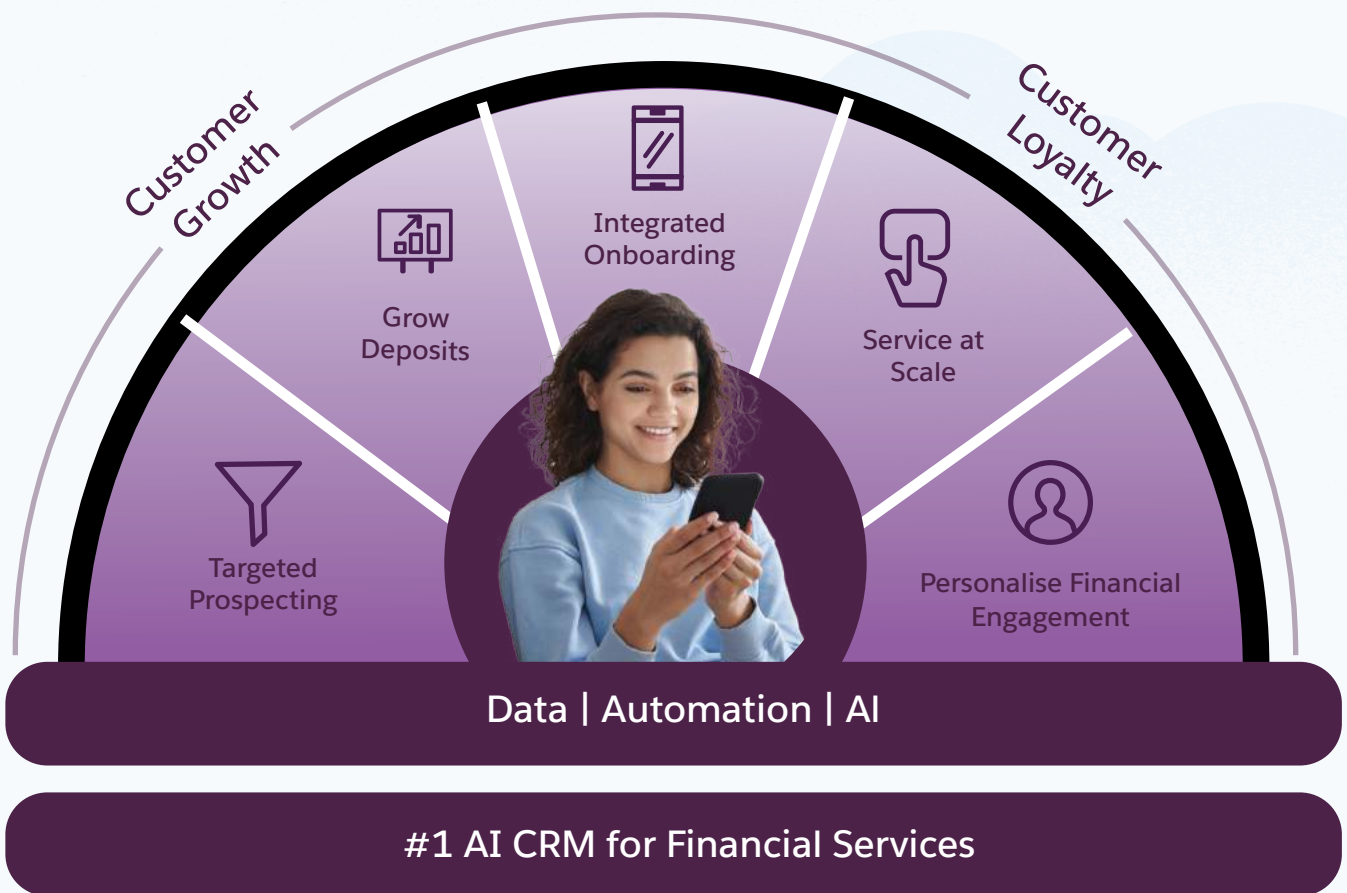
Enterprise Applications Head, Hero FinCorp

# Deliver Exceptional Lending Experiences with Salesforce

Discover the power of [Salesforce Financial Services Cloud](#), the world's #1 AI CRM for financial institutions. Deepen borrower relationships, unlock new efficiencies, and speed up growth with Financial Services Cloud.

## Speed Up Value with Financial Services Cloud

AI-powered solutions on a purpose-built trusted platform



We recently introduced “**Digital Lending for India**” – a single, unified platform for banks, NBFCs, and other financial services institutions to manage loan origination across different products.

**The platform comes equipped with:**

- Prebuilt journeys for relationship managers to simplify home loans, auto loans, and personal loans
- Enhanced review experience for underwriters
- Prebuilt integration templates, along with the ability to run these integrations manually or automatically
- Enriched automated processes

Built on the [Einstein 1 Platform](#), Salesforce’s trusted customer platform, Digital Lending for India simplifies the loan origination process by seamlessly integrating front, middle, and back-office operations. This means quicker processing, faster approvals, and ultimately, enhanced customer experiences.



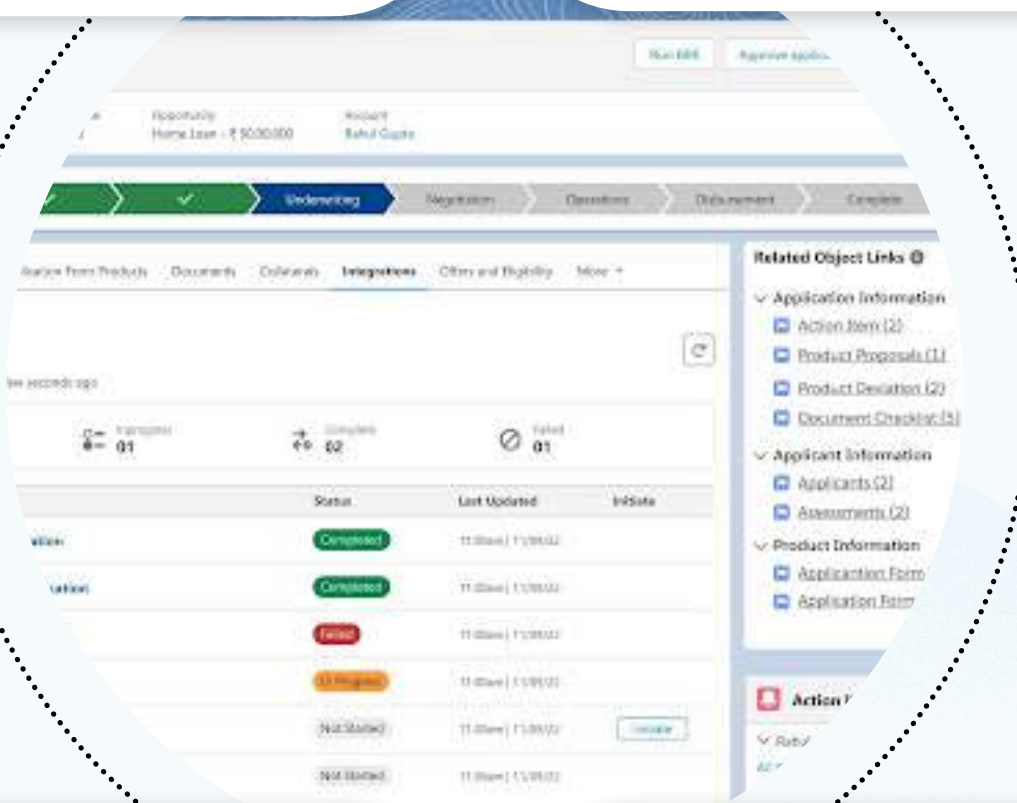
# Digital Lending for India – Flexible and Scalable Loan Origination Journeys Tailored to India

## Unified Loan Origination Platform

Journeys for personal loans, home loans, and auto loans in a single platform

## India-specific Integrations

Seamless integrations with Indian financial technology partners preferred by customers



## Enhanced Review Experience

Comprehensive data organised and summarised for effective application review for underwriters

## Automations

Automate the application data verification and evaluation, offer suggestions, and bank details verification

## Digital Lending India

# Digital Lending for India

Next generation origination native to the platform

## Unified Lending Platform

Loan origination system for multiple products in a single platform

## Configurable Solutions

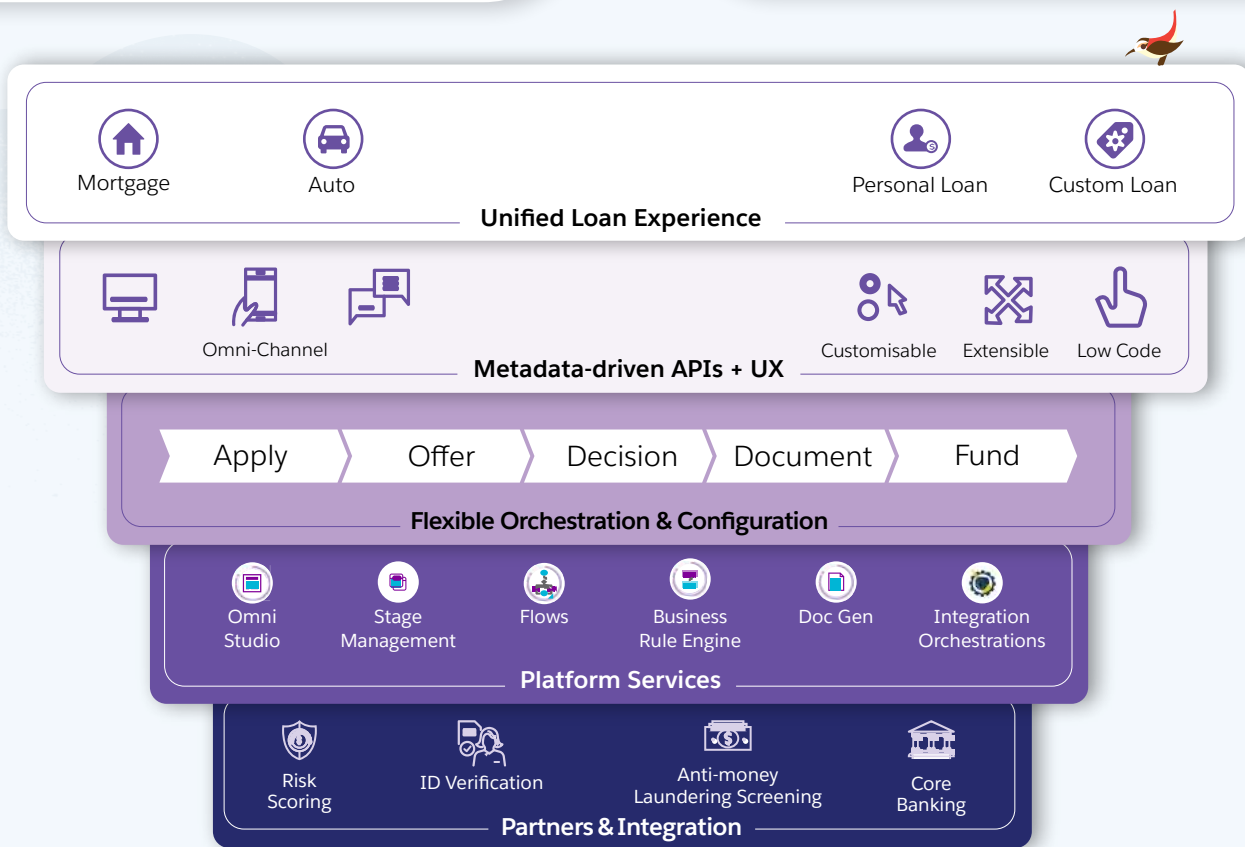
Stage management for complex business processes

## Extend C360 Platform

Understand customers financial needs

## Partner Ecosystem

Enabling seamless integration with Bring Your Own (BYO) partners for India specific integrations



Personalise lending journeys and bring context to every experience with AI-powered data and insights. Disburse loans faster with automation and API integrations. Delight borrowers with trusted service delivered at scale. All on one connected platform.

Modernise lending experiences with CRM + AI + Data + Trust

Ready to learn more?

[Watch these Salesforce Demos](#)





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