

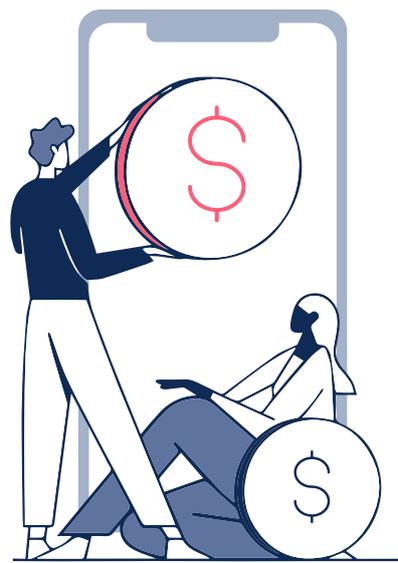


Case Study:

An RBI Registered NBFC generated more leads and reduced its overall loan processing time from 2 days to 3 minutes with Gupshup's Fintech bot solutions!

The Challenge:

All the processes at the NBFC were handled manually. These included processes like lead generation, filtering of leads, etc. All conversations were leading to a staff member spending a minimum of 5 minutes on each conversation. These in turn affected the overall turnaround time of the tasks and delayed responses and inefficient customer engagement. The loan processing time was also higher and time consuming.



Conversational Messaging Solution on WhatsApp:

Gupshup offered the NBFC with a Single API, interactive two-way messaging, custom menu for soft loans services, opt-in & opt-out management, smart dashboards & a fully managed solution via WhatsApp.

Gupshup helped in -

- Getting more relevant and filtered leads
- Sending notifications for welcome message to opt-ins
- Gathering user information on the verified WhatsApp number
- Obtaining credit score information and approval on soft loans
- Getting user related details and updates on choosing the vehicle from the list
- Reducing to-and-fro communication from 30 lines to 2/3 lines of conversation

The customer initiated WhatsApp bot had pre-populated data. This data could be retrieved on WhatsApp just by entering OTP (Name, DOB).

Impact of Conversational Messaging:

The NBFC reduced its overall loan processing time from 2 days to 3 minutes with Gupshup. It now has leads from multiple resources and they are reaching their prospects with a bot link where the users are asked to give detailed information of their needs. Their CIBIL score is also pulled out easily and this helps the company to give a soft loan approval easily on WhatsApp.