

Case Studies for

Banking, Financial Services & Insurance



The Challenge

To reduce loan disbursement turnaround time by replacing existing, manual, and paper-based process with automation and create user-friendly lending journeys with low-code applications.



Large scale digital transformation of lending program for a leading commercial bank in India

The client is a leading Indian bank currently engaged in multiple LOBs, including retail and commercial lending and banking for over 7 million customers.

BFSI

APAC

The Solution

Persistent helped the client select Salesforce to replace their legacy fragmented IT systems landscape. This allowed the client to build next-gen solutions for realizing their vision of releasing multiple products while minimizing time to market.

By leveraging Salesforce's low code capabilities and workflow-driven architecture, Persistent built extensible lending journeys and enabled seamless user engagement across the complete lending lifecycle.

Persistent helped in eliminating existing rigid processes by integrating with third-party products using different mechanisms like Web Services/ SOAP/REST. This provided the much-needed agility to launch new

products, release updates or make changes to existing products.

Realizing that the UI of the client's existing IT system was difficult to navigate, Persistent executed Lightning platform migration to provide a smooth user experience. By using Salesforce's Omnichannel and Live Agent features, cases and verifications were routed to field agents in an efficient and automated manner, improving efficiency and reducing overheads.

To satisfy the client's need for automation and change management, Persistent successfully leveraged proprietary tools and accelerators for automation and CI/CD implementation.

The Outcome

The client was able to achieve significant reduction in loan approval TAT reduction — from five days to five minutes. The average time taken to launch new loan product was reduced from 24 weeks to 12 weeks. The Salesforce platform integration with multiple systems enabled customer 360° view

leading to cross-selling of additional products. The platform also allowed the client to handle increased loan transaction demand during peak seasons. Based on initial success with a few loan products, the client implemented the Salesforce powered Loan Origination System across 16 different business lines.

Sales Cloud

Financial Services Cloud

Mulesoft

Service Cloud

Community Cloud



Leading Indian Financial Services Company Revamps Customer Experience with Salesforce

The client is a leading Indian diversified financial service providing multiple financial services, including business loans, personal loans, gold loans, medium and small enterprise financing, microfinance, and financial advisory services.

BFSI

APAC

The Challenge

The client was challenged by the lack of a unified customer view due to a fragmented landscape of disparate systems resulting in data inaccuracies. Manual and broken processes added to operational inefficiencies and prevented them from responding to ever-changing market dynamics. All these ultimately prevented them from achieving their ambition to scale 3-5-10x, improve customer experience and drive business growth.

The Solution

Persistent helped the client develop an integrated data platform that would serve as a single version of truth and enable data analytics and decision-making. The solution allowed the client to reimagine Relationship Manager (RM) journeys, onboarding, and omnichannel experience. It provided unified reporting with advanced visualization capabilities that allowed the client to deliver consistent and personalized customer experiences. Persistent also enabled the client to achieve business objectives by leveraging the API platform, integrated DevSecOps, and public cloud infrastructure.

The Outcome

This digital transformation initiative resulted in numerous benefits for the client. Digitizing wealth management operations helped RMs to oversee client portfolios, monitor investment performance, and process requests through accessible digital platforms easily. On the other hand, data-driven insights powered by AI and machine learning enabled wealth managers to offer tailored advice and create customized investment portfolios aligned with individual financial goals and preferences.

Automation and reduced paperwork translated to cost savings for the company. Additionally, digital platforms enabled more affordable access to wealth management services through lower fees and commissions. Real-time access to investment performance, fees, and financial data fostered transparency, empowering customers to make informed decisions and build trust with their wealth management provider. The client also enabled advanced encryption and authentication to bolster security, assuring customers of protection against fraud and cyber threats during financial transactions.

Financial Services Cloud

**US-based
financial services
company
improves user
experience with
Salesforce**

Apart from offering commercial banking services, the client has ventured into renewable energy financing to improve the environment for generations to come.

BFSI

US

The Challenge

The US-based client wanted to enter the Renewable energy segment. They were looking for a solution to implement solar loan/lease processes. The client needed a system that would facilitate interaction between multiple stakeholders, including the solar contractors and the bank underwriters, to contribute to the loan creation process, involving integrations with credit data providers, loan management systems (Jack Henry), Wolter Kluwer and other key third-party organizations. The client wanted to accelerate the turnaround time (TAT) for loan processing and deliver within a few minutes.

The Solution

Persistent collaborated with the client to develop a very adaptable version of the application to fulfill their unique requirements. We advocated the use of Sales Cloud and Experience Cloud, which would help the client save expenses associated with login-based licensing. The challenge of integrating with Jack Henry was addressed by preparing XML request and providing solutions for SOAP API limitations. We automated manual activities by implementing Salesforce key features and Persistent LOS accelerator. We ensured that the solution also included the provision of reports and dashboards for analytics.

The Outcome

The solution provided a unified tool for sales leads to manage sales processes and actions. It enabled the sales leadership and their teams to contextualize information, gain insights into activities and monitor performance. By automating existing time-consuming manual processes, the client reduced the overall turnaround time for loan approvals from hours or days to minutes. All this improved productivity and led to a better user experience.



Sales Cloud



British neo bank delivers a real-time and seamless digital banking experience with Persistent & Salesforce

The client is one of the premium banks in the UK offering savings accounts, property investment loans, and handpicked lifestyle services to over 4.8 million customers.

BFSI

UK

The Challenge

The client wanted to build a digital banking platform using Salesforce Financial Services Cloud (FSC) for deposit and loan origination that would help them meet the rising expectations of today's customers. The platform architecture would also include a loan and deposit management system and an AWS-based integration layer to connect internal and external systems.

The Solution

Persistent built a unique microservices-based architecture by combining Salesforce, AWS, and Mambu. We configured the Salesforce FSC for sales as well as service operations of the bank. Persistent leveraged a mortgage-focused data model of FSC along with some exciting features such as Action Plans, Financial Accounts, Document Tracking and Review, Guided Loan Application Flows, etc.

We provided a Flexi Framework for the lending journey and implemented Salesforce Marketing Cloud for client notification and various types of microservices. Persistent also implemented the VoNW feature which involved integration with multiple 3rd party systems.

The Outcome

With a 360-degree customer view, the digital platform enabled the bank's customers to enjoy a real-time banking experience from any location and on any device such as tablets or mobiles. The two-factor authentication feature enhanced security and provided a safe banking environment for customers.



Financial Services Cloud

**American fintech
major streamlines
processes and
tools to accelerate
opportunity
creation**

The client is one of the leading tax solutions providers in the US and EMEA region, offering financial, accounting, tax preparation, inventory management, and POS software solutions to over 100 million customers across nine countries.

BFSI

US

The Challenge

Embracing a major shift to cloud strategy, the client decided to transition all product lines to a SaaS model. This allowed for bundling allied products for sales but managing multiple product lines posed new challenges. Each product line had its own customer care channel with unique toolsets, making it difficult to identify customers across different lines.

The lack of a centralized knowledge management tool led to unproductive time spent switching between tools. Also, surveying end customers from Lead or Opportunity in Salesforce Lightning Design System (SLDS) required manual intervention at multiple points in the system.

The Solution

Persistent successfully addressed the client's challenges by focusing on tools rationalization and streamlining their toolset. By strategically removing or replacing over 220 tools, we achieved 33 tools across all product lines.

Persistent provided seamless integrations across toolsets using Visual Force (VF) components and SLDS pages. This resulted in a UI that closely resembled SKUID and a single-entry experience. Custom metadata types facilitated easier deployment of changes.

To help the client optimize workflows and personalize customer experience, Persistent implemented Customer 360 that offered a single, unified view of their customers. This allowed the client to deliver tailored customer experiences across all touchpoints, strengthen customer relationships and build brand loyalty.



The Outcome

By avoiding contact switching and integrating discreet systems into a single Agent console, the client reduced the call time from 45 to just 5 minutes. Implementing a process to clone quotes while creating multiple quotes for a single account reduced time from 20 minutes to 2 minutes.

This resulted in 95% time-saving in opportunity creation. Also, the number of clicks required to attach quotes to customers' contacts decreased from 25 to just 5. Finally, eliminating the need for sales consultants to exit the system increased productivity and operational efficiency.

Sales Cloud



Persistent is a leading Salesforce partner with over 18 years of implementation and consulting experience. We are a boutique provider at enterprise scale, which means you can speak with leaders in 18 countries across the globe and yet expect local expertise that is highly relevant to your geography.

persistent.com/salesforce →

Our Salesforce Expertise

End-to-End Marketing	Sales Automation	Omni-Channel CX	Digital Commerce
Branded Engagement Platforms	Industry Cloud Implementation	MuleSoft Integration	Proprietary Solutions

Our Industry Expertise

Healthcare & Life Sciences	Banking & Financial Services	Software & Hi-Tech	Industrial & Manufacturing
Media & Entertainment	Retail & Consumer Products	Non-profits	

Our Partnership at a Glance

7,100+ Certifications	1,400+ Joint Projects	5/5 CSAT Score	300,000+ Trailhead Badges	18+ Years of Successful Partnership
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Why Persistent Global Salesforce Practice?

Quantity Bank on our increasingly growing revenue size, employee pool & certifications	Quality We maintain a consistently high CSAT Score coupled with top analyst ratings	Footprint We cover major countries across the world and provide expertise in all major Salesforce Core Clouds
Price Various pricing models ensure our clients find a suitable plan, every time	Innovation & Knowledge Leverage our unparalleled industry and product knowledge	Speed & Agility We offer competitive time-to-market, flexible project approaches and agile processes