



# Intelligent Digital Lending Suite for Today's Digital Age

A comprehensive lending suite, which is modular as well as integrated and can be deployed on the Cloud as well as on-Premise.

## L A P S H U B M O D U L E S



**Sales CRM**



**Loan Origination System (LOS)**



**Loan Management System (LMS)**

Consolidates streams of data in meaningful ways that help you to spot patterns, trends, behaviors, and other market insights.

Organizes customer data in a centralized location.

Mobility enabled for Android and IOS.

Tracks social media activity of your audience, such as, likes and dislikes, comments, mentions, and shares.

Manages leads from prospecting to conversion.

Lets you add, assign, and track actionable items and feed them into the sales pipeline.

Deals and tasks can be automatically populated with customer data or updated with real-time information.

Manages campaigns from start to end, including setting up target customers, automating workflows, and measuring success based on clearly defined metrics.



**Sales CRM**  
Key Features

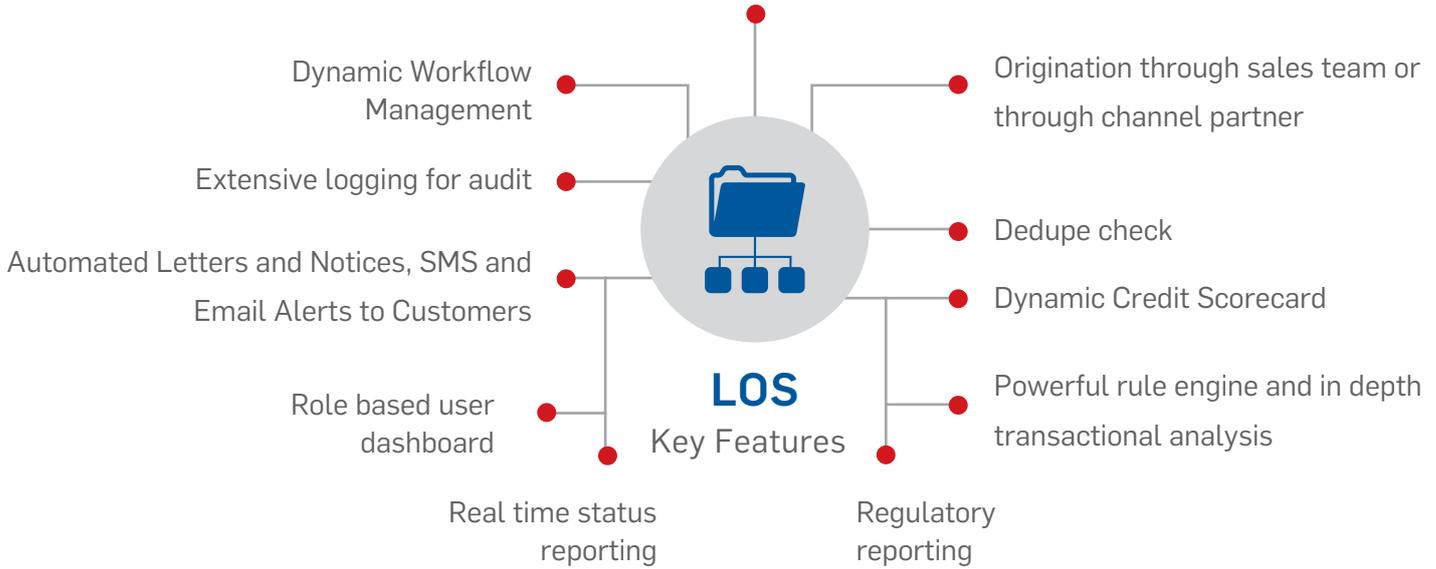


Sales CRM

Loan Origination System (LOS)

Loan Management System (LMS)

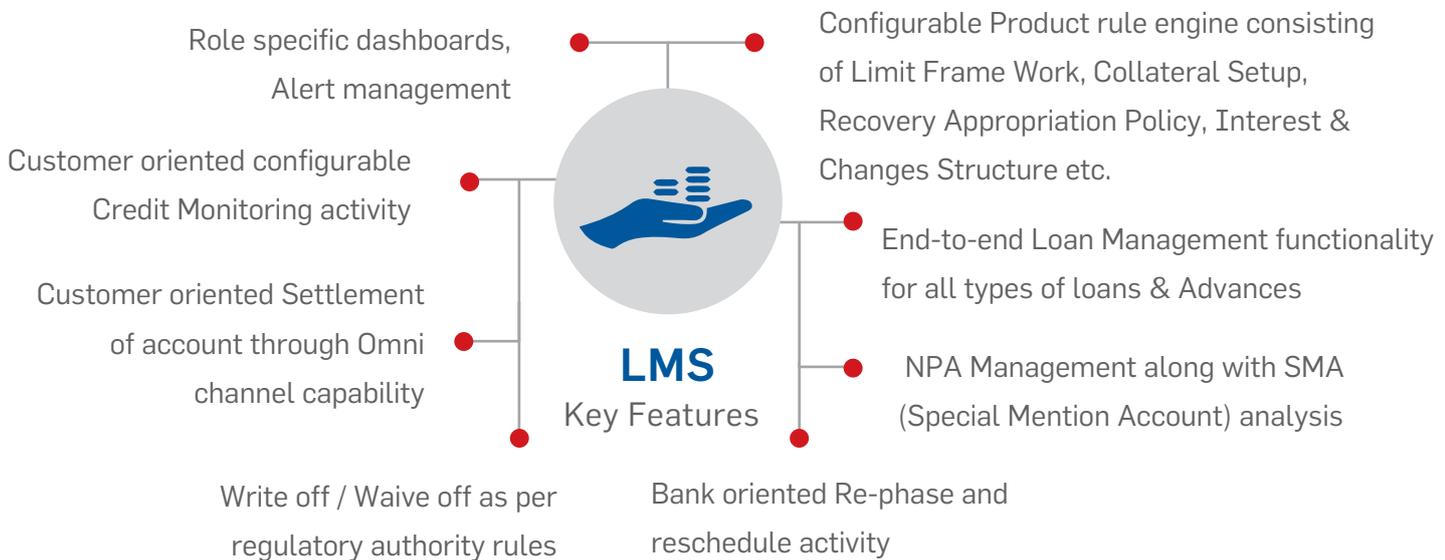
Integrate with Credit Bureau, KYC APIs, Digital Signature, Social Media, Mobile Handset Data, CBS, GST and many more



Sales CRM

Loan Origination System (LOS)

Loan Management System (LMS)



# 10

## Reasons To Deploy LAPSHub

### **Increase Customer Base**

Disproportionately Improve penetration within digitally active customer segments. Also allows customers to self-onboard and get approved without human interaction.

### **Increase Speed to Market**

For the first time Business can deploy new process and product changes without IT assistance. Test multiple scenarios simultaneously and launch them as Challengers.

### **Reduce Operational Cost**

Remove Paper and Reduce Manpower across the system

### **Increase Sales Productivity across the organization**

Leverage the comprehensive Sales CRM across lending and non-lending products to give management a consolidated view. No need to maintain two different Sales applications.

### **Improve Underwriting Standards**

Leverage the built-in Credit engine to standardize credit delivery.

### **Embed AI in the Enterprise**

Leverage the built-in AI algorithms to increase sales, improve underwriting, predict default, reduce losses

### **Reduce Losses**

Leverage new age customer consent driven digital data footprints to build a holistic customer credit profile using our pre-built AI driven credit scorecards

### **Increase Customer and Channel Satisfaction**

Both get real-time digital access of the entire process to always be updated and in control

### **Improve Credit and Operational Efficiency**

Metrics measured across the chain weed out redundancies. One can Improve only that one can Measure

### **Improve Turnaround times**

Tens of third-party integrations already available through the Integration Manager for better and faster credit decisions