

Leads from Multiple Partners are Now Consolidated in One Platform for this Alternate Capital Provider



Client

The client is one of the largest alternate capital provider based in US. It offers fast cash merchant advance at reasonable rates to merchants with fair credit.

Business Needs

The client was looking to customize its Salesforce implementation to streamline its loan conversion process, providing a single 360° view of the customer, robust lead management workflow, fraud detection and sales funnel reporting.

Project Highlights

Technologies: SFDC, Java, REST APIs, Spring and OAuth 2.0

Team size: 5

Duration: 2 years and ongoing.

Trantor Solution

Trantor implemented technology stack across force.com platform to provide an enterprise architecture solution. Custom APIs were added to fully address the client's needs off of the Salesforce CRM.

Business Benefits

35% reduction in cost of customer acquisition

40% reduction in administrative tasks

2x improvement in fraud prevention

“Trantor team took the time and effort to understand our processes. They were able to map their industry knowledge to our specific requirements and came up with a solution that has been instrumental in transforming our Sales Operations.”

- Senior Product Manager

The Problem

The client had purchased Salesforce with a vision to create centralized CRM that would capture and manage leads - loan applications - sourced from multiple partners and direct customers, through web and mobile portals. They engaged Trantor to provide a tailored Salesforce solution that would enable:

- Access to the system limited to authorized users via a single sign-on solution
- Deduplication of leads along with uniform overview of all leads including buyer history, time spent on the case, and loan amount sanctioned
- Fraud Detection and lead verification – which currently was handled by a third party app and was time-intensive
- Custom lead workflow to ensure all leads are touched by Sales within 24 hours
- Custom reporting and analytics on sales pipeline

The Trantor Approach

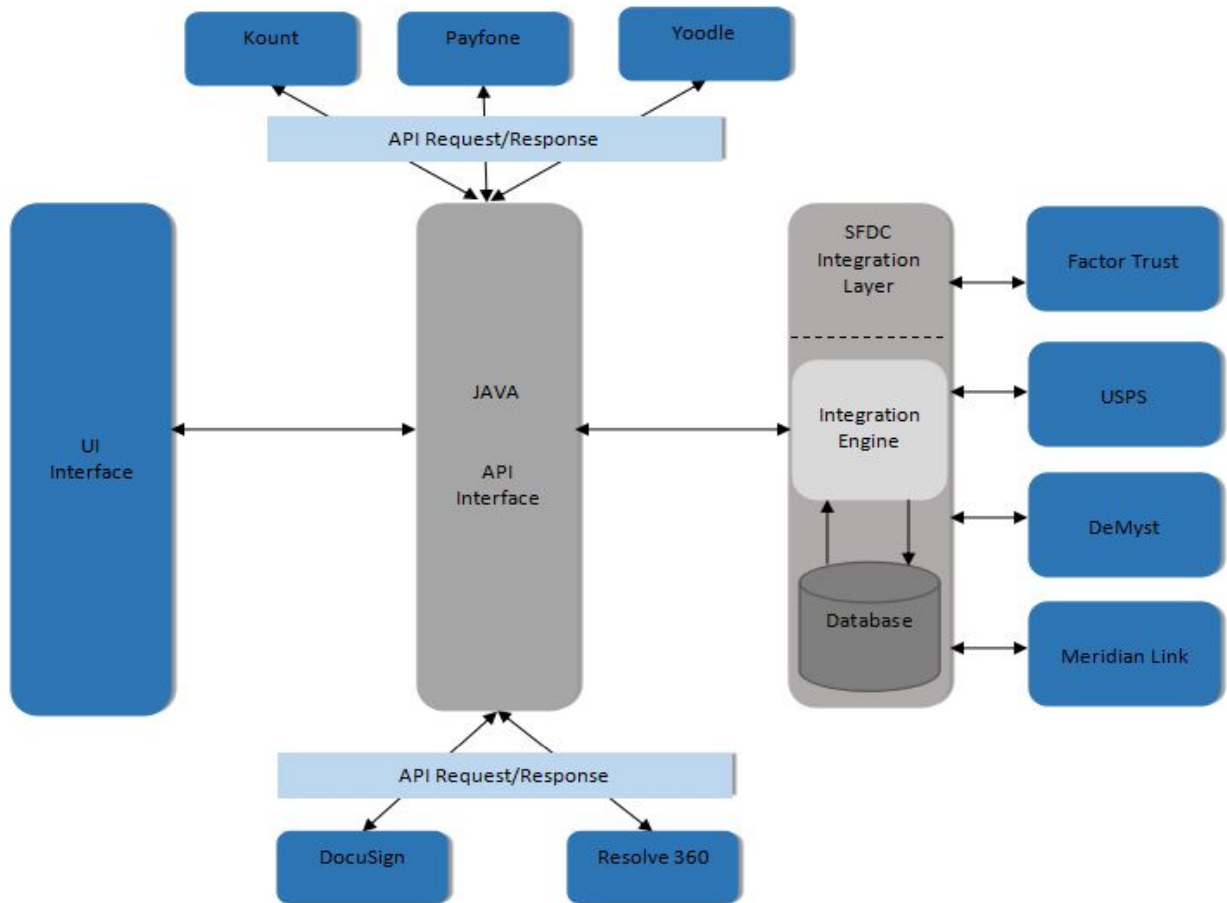
Trantor team did a deep dive to understand client's day-to-day challenges. From there, Trantor was able map client's requirements to the solution blueprint. Specific areas for customization included:

- redesigning lead workflows
- defining user access rules
- implementing automated fraud detection within the CRM.

The Solution

Trantor applied expertise to customize Salesforce. Highlights of the solution include:

- Force.com REST APIs with Java were used to integrate data from various sources into salesforce.
- Our robust risk factor modelling identified highly complex data relationships and correlations to allow state-of-the-art risk assessment and fraud detection. This included implementing various verifications and APIs like KOUNT, RESOLVE 360, PAYFONE, IDA - NETWORK G, FICO score verification and more.
- Used WSDL (Web Services Description Language) to provide 360-degree view of customer information.
- To centralize communication, Trantor created groups for each business line in Chatter, the enterprise social network from Salesforce, with key sales personnel included in each group.
- Managed Support
 - **Training** Client's team was trained on using the enhanced features of their custom Salesforce implementation
 - **Ongoing support for security model enhancements** including Modifying and Implementing Organization-Wide Defaults, Owner and Criteria Based Sharing Rules, and Sessions' Management
 - **Analytics support:** list Views, Reports, Report Types, Dashboards, Analytic snapshots/Reporting snapshots.



The Benefits

- 40% reduction in administrative tasks
- 35% reduction in customer acquisition costs
- 2x improvement in fraud prevention

About Trantor

Trantor delivers innovative technology solutions, which enable our clients to achieve their business objectives at reduced cost. With expertise in both Cloud-based and traditional applications, we understand all aspects and challenges of software development from product and feature definition to core product development and QA, deployment, and ongoing maintenance. Our deep experience in fintech, ecommerce, captive centers, and custom software development is unparalleled.

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