

## VISUALIZING OPPORTUNITIES BEFORE REALIZING THEM

Wipro brings visibility to a leading financial organization and helped identify and go after opportunities for growth.



## INDUSTRY LANDSCAPE

The recent economic downturn and tightening of policy rates by the Reserve Bank of India (RBI), to curb inflation, have created several challenges for the industry. A thorough understanding of the customer leading to clear strategy is the key to survive and excel in a tight margin business. For a lending business, this involves quantification of both long-term-value and credit risk of the customer.

## THE CLIENT

The client, recognized as one of India's leading and amongst most valuable financial services companies in the private sector, aims to fulfill people's ambitions through a wide range of secured loans. Over the years, the client has evolved from a consumer finance business to an asset funding company. The client offers an exhaustive suite of financial solutions which includes Mortgages Loans, Vehicle Loans, SME Loans, Loans Against Investments, Construction Finance, Infrastructure Loans and Microfinance.

## OPPORTUNITY

Having identified that predictive analytics was crucial to gain deeper insights about their customers, The client partnered with Wipro in this endeavor and a single customer view was identified as the start point. This would further lead to a series of advanced analytics solutions, a scientific approach based on facts and data was required to understand and build a truly predictive model. The management acknowledging that advanced analytics is a journey, rather than the destination, embedded it with the overall business strategy. The case study highlights the first phase of the journey.

A wide range of questions related to key business functions, i.e. Finance, Sales and Marketing, Credit and Collections, were identified to answer through statistical modeling and data-mining. The problem statement was designed to address the most pertinent business challenges i.e.

- Improvements in quality of credit
- Enhance effectiveness of collection strategies
- Quantifiable financial impact of different customer profiles
- Lead identification/increasing ROI on marketing spend using targeted campaigns

Wipro's solution that brought a holistic understanding of the organization across key functions, also brought visibility into customer profitability, identification of cross/up sell leads, prepayment analysis and income estimation. In doing so, Wipro enabled the company to discover potential areas for growth and business development.

## SOLUTION

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- Wipro's solution was designed to gain a holistic understanding of the entire organization touching key functions such as Finance, Sales and Marketing, Credit and Collections.
- The implementation was able to bring in visibility to several key areas through estimation of customer profitability, identification of cross / up sell leads, credit scorecard, collection scorecard, prepayment analysis and daily income estimation. These were a result of thorough research and cutting edge statistical modeling techniques.
- This enabled the company's top management to discover untapped rich source of information that could be used for effective growth and business development.

## BUSINESS BENEFITS

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- Rs. 25 crores of estimated gross profit generation from 1,18,287 cross / up sell identified leads with 2% conversion rate.
- Additionally, Rs. 16 crores of estimated gross profit over the next three years through reduced risk by using credit scorecard
- More than Rs. 10 lacs of operational saving per year through improved & automated process
- A scientific allocation of collection agency to reduce cost and improve efficiency
- The benefits generated by the project will pay back the project cost in less than 4 months

## About Wipro

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Wipro Infotech, the India, Middle East and Africa business of Wipro Limited (NYSE:WIT) is a leading Information Technology, Consulting and Outsourcing company, that delivers solutions to enable its clients do business better. Wipro delivers winning business outcomes through its deep industry experience and a 360° view of "Business through Technology" – helping clients create successful and adaptive businesses. A company recognized globally for its comprehensive portfolio of services, a practitioner's approach to delivering innovation and an organization wide commitment to sustainability, Wipro's IT business has over 130,000 employees and clients across 54 countries.

For more information email us at: [reachus@wipro.com](mailto:reachus@wipro.com)

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CORPORATE OFFICE, WIPRO LIMITED, DODDAKANNELLI, SARJAPUR ROAD, BANGALORE - 560 035, INDIA TEL : +91 (80) 2844 0011, FAX : +91 (80) 2844 0256