CRM MASTERS

salesforce

Salesforce For Education Financing Company

Client Profile

Our client is a leading education financing company that specialized in providing loans for various educational needs. The company partners with schools, test preparation institutions, and students to offer seamless financial assistance, ensuring accessibility to quality education. With a growing customer base, they required a powerful and stable system to manage loan origination efficiently.

CURRENT LANDSCAPE

They were manually handling the loan management process.

Business Type

B2C (Business to Customer)

Region

United Kingdom

Technology We Used

Service Cloud

Sales Cloud

Slack

Marketing Cloud

Project Background

Their in-house loan origination system, which was initially designed for specific loan types. The system struggled to accommodate new offerings, such as school education loans and test preparation loans, each with unique application processes. Manual processing led to inefficiencies, delays, and increased operational costs. To simplify operations, they contacted CRM Masters Infotech to automate loan origination and enhance customer experience.

Challenges Faced by Our Client

1.Complex Loan Application Process:-

Applicants had to complete 90 clicks to submit a loan application, leading to frustration and drop-offs.

2. Scalability Issues:-

The old system struggled to support an increasing number of loan applications.

3. Time-Consuming Manual Processes :-

Lengthy paperwork and approval workflows led to delays.

4. Lack of Real-Time Data Integration :-

The absence of seamless API connections delayed identity verification, credit scoring, and underwriting.

5. Limited Processing Capacity :-

The existing team struggled to handle the growing influx of loan applications efficiently.

Solutions Provided by Us

Doubling Loan Processing Efficiency with Intelligent Automation

Using Salesforce Sales Cloud, we automated the entire sales process and loan cycle. Leads from the website, mobile app, and partners like educational institutes and counselling centres are captured in a single unified view, making nurturing and follow-ups more efficient. Prospects can fill out loan application forms directly on the website or app, or sales reps and partners can do so on their behalf. These applications are automatically routed to the call centre for qualification, streamlining the process and reducing manual effort.

2. Driving Engagement with Targeted Marketing Campaigns :

With Salesforce Marketing Cloud, our client now leverages automated marketing tools to create and execute impactful campaigns across email, SMS, and WhatsApp. This ensures highly personalized communication with potential learners, guiding them toward relevant skilling resources and increasing conversion rates.

3. Created interaction interface for better collaboration :

By implementing Slack, we transformed internal communication. Teams no longer need to toggle between multiple apps—Slack integrates seamlessly with Jira bots, ticketing apps, the employee helpdesk, third-party vendor systems, and other critical tools on a centralized platform. This allows teams to stay updated on projects, resolve issues faster, and collaborate effortlessly from anywhere.

4. Delivering Consistent Customer Support with a Centralized Knowledge Hub :

To enhance service efficiency, we implemented Salesforce Service Cloud, enabling service agents to quickly access a centralized repository of common customer queries. Additionally, the company is building a 360-degree customer view on Salesforce, helping teams better understand learners, personalize experiences, and predict future needs—leading to improved customer satisfaction and retention.

Results

CRM Masters delivered remarkable improvements in loan origination, customer experience, and operational efficiency. As a result of these measurable improvements, operational efficiency has been improved, as has customer satisfaction—all while ensuring a seamless digital experience for the client.

Simplified Loan Application Process:

By automating workflows with Salesforce Sales Cloud, we reduced the number of clicks required to submit a loan application from 90 to just 40, significantly improving efficiency for both applicants and sales teams.

Accelerated Loan Processing Capacity:

The streamlined process and automated lead capture have doubled the volume of loan applications processed per month, enabling faster approvals and higher conversion rates.

Faster & More Consistent Customer Support:

With Salesforce Service Cloud, agents now have access to a centralized knowledge repository, ensuring standardized responses to customer queries. This has drastically reduced resolution time and improved service consistency.

Better Internal Communication:

By integrating Slack, we eliminated the need to switch between multiple platforms. Teams now communicate in real-time, improving coordination, reducing delays, and enhancing productivity across departments.
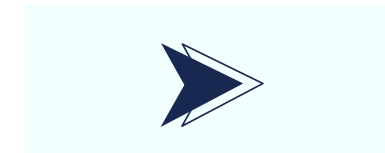
More Marketing Engagement

Leveraging Salesforce Marketing Cloud, automated, targeted campaigns across email, SMS, and WhatsApp have increased customer engagement, driving higher response rates and better learner retention.

- 50% reduction in loan processing time.
- 3x increase in loan enrollments
- 80% reduction in customer onboarding time.
- 2x increase in loan applications processed with the same team size.

About CRM Masters Infotech

ENABLING GROWTH THROUGH DIGITAL TRANSFORMATION

CRM Masters Infotech is a leading Salesforce consulting company specializing in custom solutions for businesses worldwide. With offices in India, the UK, and the USA, we help organizations implement cutting-edge CRM systems to optimize operations and drive business growth. Our 100+ certified developers are dedicated to providing clients with scalable, efficient, and result-driven solutions.

LET'S TALK & FIND YOUR SOLUTION

OFFICE LOCATION

529-532, Fifth Floor, Vipul Trade Center, Sector 48, Gurugram, Haryana 122018

EMAIL ADDRESS

info@crm-masters.com

PHONE NUMBER

UK:- +44 20 4578 1518   USA:- 1800-673-0918

India:- +91 9810824033

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