REBRANDING AND ENHANCING APPLICATION FUNCTIONALITY HELPED TEXAS-BASED LENDING COMPANY TO FUND LOANS IN LESS THAN 24 HOURS.

CASE STUDY

A REBRANDING & FEATURE DEVELOPMENT CASE STUDY

80%

A proven leader in business funding from $5,000 to $1M, focused on working capital advance product that provides small business owners an alternative to traditional complicated loans wanted us to rebrand and add additional features to their web application to make securing loans easier, faster, and more manageable.

PROBLEM STATEMENT

The client acquired a US-based mid-sized lending solutions company delivering innovative financial solutions. This acquisition brought in huge disparities in customer experience, especially in signage and branded environments.

Also, the client faced many functional difficulties with the acquired company's web-based loan origination system and wanted to add more functionalities within the existing web application for simple, transparent loan application processing and funding.

To overcome these challenges, the client aspired to unify everything under one branded environment. For doing so, the client evaluated different technology vendors on how much it would cost to add additional functionalities and how long it would take to bring a fresh, consistent brand experience to stakeholders.

After assessing multiple vendors, the client decided to choose Zuci Systems as their technology partner for rebranding and feature development needs.

BUSINESS GOALS

Rebranding everything under one branded environment

Simplify loan application process for quick approval and funding

Provide admin dashboard with customer data to help identify right customers

Streamline and automate customer authentication and payment reminders

Code improvements, refactoring for better performance and functional behavior

Feature development and bug fixes on an ongoing basis

Ease-of-use, scalability, and cost-effectiveness

SOLUTION

Our project team started with an objective assessment of the client's internal culture, using a mix of both qualitative and quantitative methods. This assessment helped to tease out insights on the branding elements and functionality enhancements.

With this research, our project team finalized a roadmap to bring everything under one branded environment and to develop additional features within the web application for faster, secure loan approval and disbursement.

Understanding the business requirement and immediate need, our branding specialist, UI/UX engineers, developers, and testing team evaluated multiple user scenarios. This helped define the overall web application infrastructure to ensure a simple, transparent loan application experience across devices.

We also provided detailed dashboards for loan officers, loan approvers, and customers to access the application terms, flexible interest rates, fees, costs, and payment schedules. All this in a simple and easy-to-digest format.

Finally, to expedite the development, we used an agile approach to design, develop, and test the application parallelly and delivered it successfully within three months.

HOW ZUCI SYSTEMS HELPED?

Requirement gathering and research of client and acquired organizations method of loan processing, disbursing, and repayments

Provided a strategic roadmap for reactive rebranding under one environment

Worked with internal stakeholders to assure they were comfortable with transition timeframes outlined in the scenarios envisioned

Grouped all additional broad features required in loan origination application based on associations between stakeholders and market needs

Identified error-prone, time-consuming, and mundane tasks involved in loan disbursals & repayments and automated them

Our digital engineering team developed the code and created a release schedule for each sprint

HOW ZUCI SYSTEMS HELPED?

Conducted unit and integration testing to not only improve the development process but also help document the behavior of the components and avoid any future regression bugs

Our team of UI/UX engineers incorporated a rich responsive user interface, along with cross-browser and multi-device support

Used CI/CD pipeline for faster release by automating the execution of unit, system, and integration of test cases

After successful testing, the application was deployed on the hosting server

Providing ongoing support to all stakeholders in terms of queries, bugs, and attending end-user complaints

BUSINESS OUTCOME

3x faster
loan application process

NO
paperwork

Loan approval and funding within
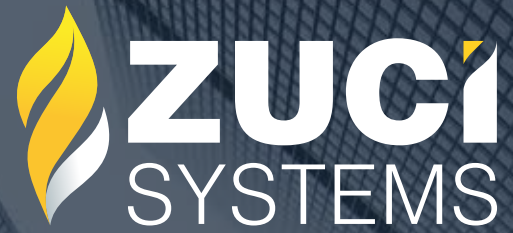**24 hours**

37%
increase in revenue

ROI realized in
5 months

TECH STACK

Visual Studio 2019

Microsoft SQL Server Management

POSTMAN

ActiveCampaign

DELL Boomi

WSO2

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ZUCI SYSTEMS

WANT TO LEARN MORE ABOUT OUR BANKING DEVELOPMENT EXPERTISE?
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