

## FE Xcelerator

### 1. Customer Contact & Leads Management for Digital Engagement

Today customer data is received by FE CREDIT through various channels like the mobile app, website, and physical visits of the customer to its POS outlets. The aggregation of all these data from various sources and leveraging it for customer engagement is a challenge faced by FE CREDIT.

FE CREDIT is looking for website and social media lead generation and lead management tools with extensive capabilities to track, engage & convert the visitors across all digital channels of FE CREDIT. The desired outcome is to increase the conversion of leads to sales, via effective remarketing and retargeting strategies.

We are keen on exploring platforms that have ready integration ability across popular digital channels like WhatsApp, Zalo, Facebook, Viber, etc. so as to enable a holistic organized digital customer engagement strategy.

### 2. Omnichannel Digital Customer service

Customers are becoming more and more demanding by every passing day, and to meet those growing demands, companies need to adjust their business models to serve the customers well across all channels. There are numerous interactions across multiple touchpoints between a customer, or prospective customer, and product or service provider during the decision making cycle of the customer. FE CREDIT wants to work with emerging technology solutions that can enable seamless customer service across all channels.

- Leveraging a customers' unique voice for an enhanced customer experience
- Speech recognition platform to understand the voice of the customer and deliver a superior customer service experience
- An omnichannel intelligent conversational chatbot to boost customer engagement
- Optimize IVR System for enhanced customer experience

### 3. Hyper-Personalized Communication Strategy With Segmented, Personalized & Contextual Marketing

To deliver optimum customer experience, it is no longer enough to just offer efficient services. Today's customers expect an increasing amount of personalized services and will always select a brand that has customized its offerings to their specific needs. Hyper-personalization takes marketing a step further by leveraging technology and real-time data to deliver the right content with the right product, and service information to each user. FE CREDIT wants to be the undisputed market leader by creating a hyper-personalized customer engagement strategy and contextual marketing communication for its customers.

- An engine that can create and trigger Rule-based digital marketing campaign to deliver a personalized marketing experience for customers
- Remarketing automation tools that can work across all touchpoints.
- A comprehensive communication platform for customers that can leverage customer contact numbers in order to track and reach them across any digital channel

#### **4. Integrated Data Management and Analytics Platform to Achieve a 360-degree Customer View.**

Data is the new currency, yet managing the data is a daunting task for organizations across various formats and departments. The Information Age has well and truly dawned in the business world, and companies hampered by restricted access to their own data may very well sink below the waves. For this reason, it's important to take time to build intelligent user-friendly and secure systems to store and manage the data, and to be able to analyze it and generate actionable insights. FE CREDIT is looking to work with startups who can:

- Build a 360-degree view of customer relationship with FE CREDIT by leveraging on-us and off-us data.
- Build an integrated data management platform for optimal customer service across the entire lifecycle (acquisition, onboarding, engagement, retention)
- Have the ability to extend the same platform capabilities to human capital analytics for increasing FE Credit employee satisfaction

#### **5. Alternative Credit Score**

One of the biggest changes in the lending industry is extending loans to customers who are new to credit. Alternate credit scoring data has the potential to expand logical and responsible access to loan products for people who do not have adequate background data to strengthen their credit scores. FE CREDIT is looking for solutions that can leverage alternative data points for providing credit to customers while ensuring data sufficiency/authenticity from a risk management & underwriting point of view.

- FE CREDIT wants to work with emerging startups that can provide alternative credit scoring engines for smarter decision-making.
- Leveraging alternate data & contact information for skip tracing to optimize collections
- Leveraging spatial location/geolocation technology for smarter customer profile modeling of existing customers

#### **6. Corporate Employee Engagement**

FE CREDIT truly believes that employees are its greatest assets and that effective, actionable insight into employees' performance, and their satisfaction level becomes a critical parameter for the success of the organization. FE CREDIT is looking for startups in this space for:

- Recruitment automation solution to reduce time-to-hire new employees

- Interactive cloud-based training modules for training employees on the fly
- Payroll management systems
- Interactive cloud-based knowledge transfer platform
- Provide solutions to lower attrition (e.g., predict an employee's propensity to resign)

## **7. Enhancing Sales and Distribution Productivity**

Efficiency and productivity across the sales organization is the driving force behind sales automation. The net result is bigger, better, and faster results in form of revenue. With 22,000+ field employees at FE CREDIT, it is of utmost priority to increase the productivity and the efficiency of the teams. A technology-oriented sales solution that helps a business to manage its sales force with the help of advanced features is the need of the hour.

Further, in a complex industry like consumer finance, product information, eligibility, loan repayment options, etc. are complex documents with multiple data sets that are often misunderstood by customers, leading to threats of mis-selling and fraud occurrence. As a result, periodic internal QA/QC of sales call needs to be undertaken to make sure that the customers receive the right information at the right channel with complete transparency.

FE CREDIT is looking for technology solutions in the following areas:

- AI tool that will assist in optimizing the productivity of feet-on-street staff
- Quality monitoring solutions that will help them to detect fraud and improve the quality of the sales team

## **8. Bridging Mobile App to Other Industry Ecosystems**

The rise of mobile applications has provided some unique ways to disrupt the traditional industries. With a mobile application being ever-present and available in real-time to serve the customer needs, organizations need to think of a mobile-first approach to have a competitive edge.

FE Credit wants to act as a bridge to other industry ecosystems and offer corollary services. With this, FE Credit app can be integrated into specialist apps with an end goal of providing embedded service with a single experience.

By doing so, FE Credit can provide the following:

1. Access
2. Aggregation
3. Financing for needs (as and when required)
4. Payment Services.

FE Credit is looking to bridge into the following industry ecosystems:

- Healthcare
- Education
- Transportation
- Utility
- Real Estate

- Personal Financial Planning & Management