FUSION CREDIT CONNECT

Empowering Relationship Managers To Identify New Growth Opportunities Faster

> "Fusion Credit Connect empowers relationship managers to enhance client communication, reduce errors, and ultimately create more revenue generating opportunities."

Fusion Credit Connect leverages the power of Salesforce and predictive analytics to identify better opportunities sooner and offer clients a superior customer experience.

The Challenge

Lenders are under pressure on many fronts. Your front-line relationship managers are under increased pressure to maximize revenue, reduce time to close deals, and provide a stellar customer experience.

Your back-office operations are under pressure to reduce costs and boost operational efficiency, but struggle containing costs amid a fragmented technology stack and demands from the front lines for better tools to help close deals.

New online competitors are stealing corporate banking market share due to their speed and superior experience. Banks are trying to provide the same level of service and efficiency to their corporate clients as they have to the retail sector, but this remains a challenge.

Why Fusion Credit Connect

Fusion Credit Connect empowers relationship managers to identify the best opportunities sooner, enhance customer communication, reduce errors, and ultimately increase revenue. It is designed to provide streamlined end-to-end workflows to improve transparency and operational efficiency for your business. Built on Salesforce Financial Services Cloud, Fusion Credit Connect integrates seamlessly with Fusion Credit Management Enterprise, Finastra's loan origination solution, and Fusion Loan IQ, the market-leading loan servicing solution.

Drive Revenue and Productivity Through Enhanced Deal Transparency and collaboration tools

Deal Dashboard
for enhanced visibility and productivity

Collaboration Tools
to drive productivity and faster time to close

Predictive Analytics
to drive revenue growth through next best action

Key Features:
- Intuitive deal dashboard displaying all active applications
- Predictive analytics engine to highlight new revenue opportunities
- Seamless integration with Fusion Credit Management Enterprise, and Fusion Loan IQ for end-to-end operational efficiency
- Salesforce UX for ease of navigation and integrated customer data

How it works:
Rachel, a Relationship Manager at your bank, starts her day by reviewing her deal dashboard displaying active applications with their current status. Items needing immediate action are highlighted. Based on your bank's predetermined configuration of Fusion Credit Management, the tasks needed to complete the application process are now displayed on her dashboard.

Rachel also sees the leads panel, which identifies potential opportunities available to her to expand her business contacts. When Rachel decides to convert a lead, Salesforce pulls information stored in the lead record to create a business account, a contact and an opportunity. This conversion initiates a blank credit application for the customer.

Fusion Credit Connect then uses powerful predictive analytics to provide recommendations for the next best actions for Rachel to take on existing accounts in her portfolio, saving her time and generating potentially untapped revenue opportunities.

When Rachel decides she wants to act on an account, she is directed to a lead page showing previous interaction details to help get her informed to provide tailored customer service.

Rachel can drive productivity gains from using built-in collaborative document, and checklist functionality. Once the terms are aligned with Rachel's client, they are automatically incorporated into a new credit application. Rachel initiates the process by submitting the application.

At any point, Rachel can view the status of any application, helping her set expectations with her borrowers about the targeted approval, close and funding dates. She can view the activity workflows for transparency into the path to completion.
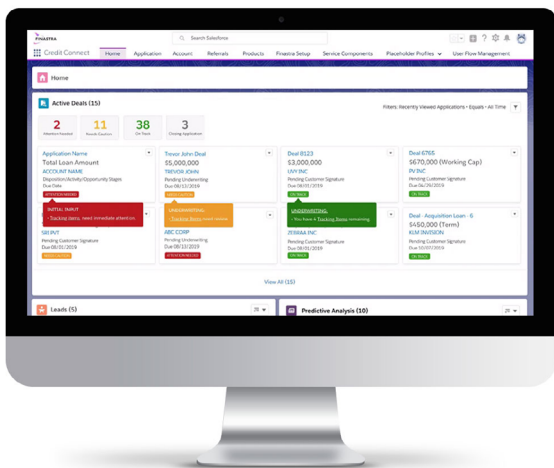
Intuitive Deal Dashboard
Deal dashboard of relationship manager, showing tasks, pending deals and next best action recommendations using predictive analytics
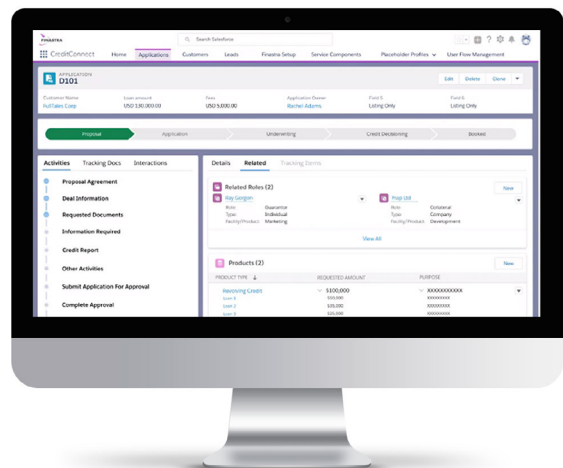
Detailed Customer Insight
Get insight to make informed product proposals and increase revenue opportunities

Rachel can easily collaborate and assign tasks among all actors on an application. For example, Rachel assigns a task to the Borrower to provide their financials. That triggers an e-mail notice with link directly to Trevor, the Treasurer at the Borrower. Trevor clicks on the link, views a Borrower version of the dashboard and uploads the needed documents. This helps to speed the application process along and makes it easy for Trevor to comply.

Rachel now sees that all tasks and activities associated with the credit application have successfully been submitted. She makes her final comments and submits the application for decisioning.

Good news – the credit application is approved and the seamless process through fulfillment in Fusion Credit Management Enterprise and booking in Fusion Loan IQ can begin.

Once the new deal is booked and the loan is funded, Trevor receives an update.

Rachel receives an alert in the Salesforce mobile app, letting her know the new product has been booked, and suggests a Next Best Action. And the cycle of identifying, creating and actioning opportunities continues.

Next Best Action Push Notifications
The Next Best Action recommends a conversation about hedging option
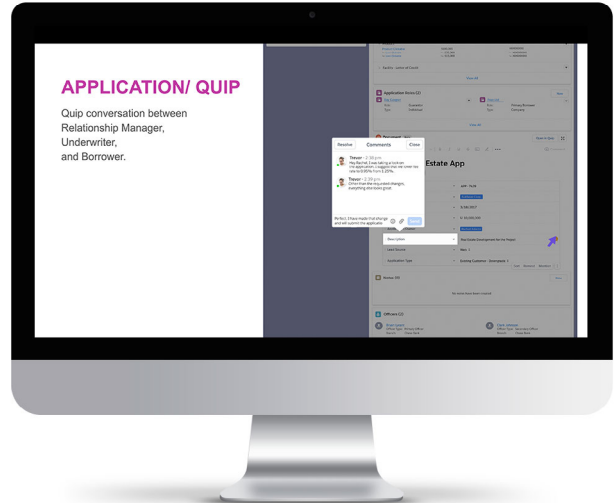
Collaborative Document Sharing Functionality
The Deal Documents are created through Finastra LaserPro and published as tasks on Fusion Credit Connect for client to action.

By combining the connected ecosystem of Salesforce Financial Services Cloud and Finastra's FusionFabric.cloud platform, we are unlocking the potential for empowered deal management through streamlined processes and optimized customer experience. Fusion Credit Connect re-envisions how relationship managers, borrowers and other key players connect, communicate and engage from opportunity to origination, all the way through to closing and booking.

The Results
- Increase productivity of front-line relationship managers.
- Exploit untapped revenue opportunities with the information necessary to act.
- Improve customer experience through timely notifications, collaborative technology and greater transparency into the credit application process.
- Reduce errors with greater transparency into application process and less paperwork.
- Simplified complexity.
- Shorten time to close and boost application throughput rate.

FINASTRA