

# The Loan Processing System for VÚB Bank

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How we increased quality and speed of corporate customer services of one of the major Slovak banks by implementation of a system for loan products sales management



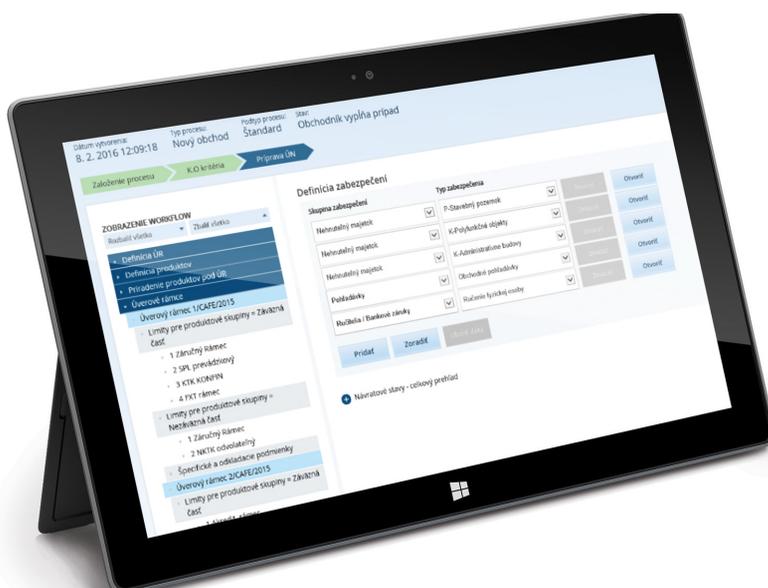
Thanks to the implementation of the new solution and automatization of certain loan process steps, we can serve our customers more effectively.

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Head of CRM and Retail  
Support Department

## Background situation

VÚB originally used the Profipredaj application for loan products sales management for small business clients, which we implemented to the bank in 2007. After the years, it was necessary either to upgrade or replace it. As the most suitable solution seemed to be implementation of a new system on the existing SMECAS application platform serving for end-to-end loan products sales management for business clients.

Since it was our company that implemented the SMECAS solution to VÚB bank, the bank decided to approach us with the request to modify the application.



## Customer profile

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VÚB belongs to largest universal banks in the Slovak Republic. Since 2001, it has been a member of the international financial group Gruppo Banca Intesa, which changed its name to Intesa Sanpaolo after the fusion in 2007. The bank has more than 1.2 million clients and approximately 20 % market share what makes it the second largest bank in Slovakia. It has been our client since 2001.

## Project Goals

As every modern bank, VÚB implements into its business environment technological innovations with the aim to increase quality of customer care and provide the highest comfort of interaction with clients. Such innovation is Loan Processing System, a tool by which VÚB aimed to reach the following pre-set goals:

- Develop a solution for effective sales and administration of loan products – from the moment when a client enters a bank branch through loan application approval to preparation of contractual documentation and drawdown;
- Speed-up the process of granting a loan product by automation of certain loan process steps;
- Set-up and unify the procedure of serving clients making it possible to serve all company segments via the SMECAS application without the need to enter various systems.

## Solution Description

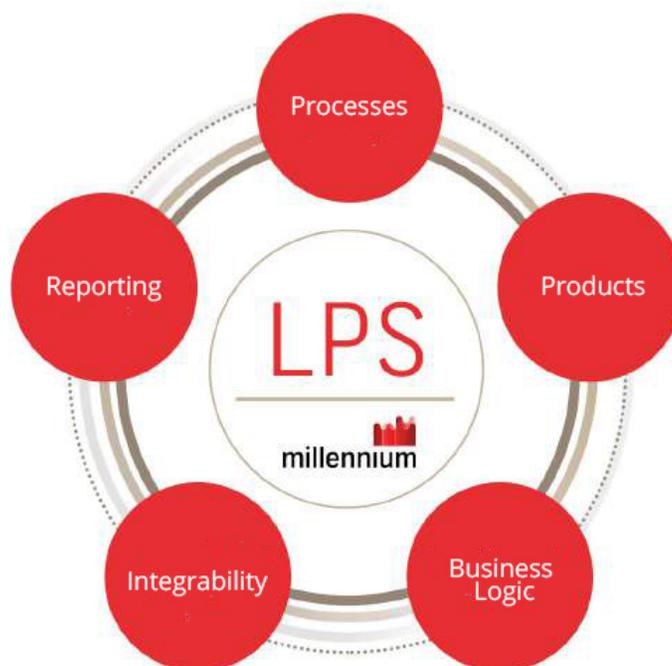
We have implemented to our client, VÚB bank, the Loan Processing System for loan products sales management primarily for the segment of small companies and entrepreneurs. The newly implemented solution helped to optimize the entire loan process – from a client's arrival to a bank branch through creation of the loan application and its approval to automatic generation of loan documentation and drawdown.

The loan process was set in a way that it guides a bank advisor step-by-step to the maximum extent through the entire loan process based on the defined procedure. Thanks to the process optimization, we were able to increase speed and quality of customer care and reduce error rate caused by the human factor.

Last but not least, integration of the loan solution with the Core banking system have ensured automatic fill-in of a client's data directly into the loan application saving time of a client as well as a bank advisor.

What is more, the application displays all loan cases in progress assigned to an individual employee based on his/her competencies, thanks to which bank advisors and loan analysts have constant overview of individual unfinished cases.

The solution is used on daily basis across the entire VÚB bank – retail, analytical centres' workers, sales support and back-office.



## VÚB bank has gained the following benefits:

1. Significantly reduced time of customer service because of optimization of the entire loan process.
2. The system guides a bank advisor through the loan process from the moment when a client enters a bank branch through loan approval and generation of contractual documentation to drawdown, what reduces error rate and at same time increases quality of customer care.
3. Shorten loan approval time.
4. A possibility to serve all corporate clients via one system without the need to log into various systems.
5. Immediate overview of loan applications in progress based on assigned employee competencies.
6. Automatically pre-filled loan documentation, so bank advisors can fully focus on meeting customer needs and not waste their time on routine paperwork.

17x

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