



How a leading financial services organization
transformed its commercial credit efficiency and experience

Case study

Executive summary

A financial services organization found its commercial credit operations bogged down by repetitive manual tasks, scattered data, a lack of internal data transparency, and external security concerns. The organization worked with Crowe specialists to improve its processes and implemented Crowe CX for Commercial Lending, a collaboration- and communication-focused platform designed to streamline the lending process for lenders and borrowers.







Built on Microsoft™ platforms, Crowe CX for Commercial Lending brought quick value to the organization by automating processes, providing dashboards for enhanced project visibility, and improving experiences between the organization and its borrowers.

The problem

The organization was using outdated, rigid, and disorganized technology to manage its commercial credit operations. It was doing its best using network file drives, Microsoft SharePoint™ forms, email, and Microsoft Excel™, but managing so many dissonant systems was challenging.

Some of the specific challenges the financial services organization experienced included:

-  **Repetitive manual data entry**
A heavy reliance on manual data entry processes led to inefficiencies, errors, and rekeying and duplication of data.
-  **Disparate silos of data**
Scattered data across systems and network file drives made it difficult to gain a comprehensive view of information, touch points, and credit requests.
-  **Lack of visibility**
The inability to generate reports and dashboards for in-process and completed requests made manual tracking of work necessary.
-  **Security concerns**
Storage and distribution of sensitive non-public information through old file shares and email raised concerns about data vulnerability and confidentiality.

The plan

The organization worked with Crowe to implement a new credit operations system:

Crowe CX for Commercial Lending.

Through Crowe CX for Commercial Lending, the company had access to key process management features and could:



View profiles and contacts in a centralized location

- Evaluate the hierarchy of their clients' companies
- Access addresses of all physical locations
- Store key contacts including identification of approved signers



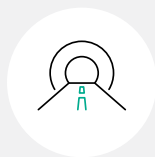
Drill down into related borrower information

- Review insurance companies, policies, and policy expiration management
- Track current landlords and landlord waivers
- Update available credit lines with loan conditions, covenants, and exceptions
- Provide visibility to loan draw requests



Manage work requests with process flows and approval processes

- Maintain new business and periodic credit requests
- Review document generation borrower requests and manufacturer updates
- Facilitate financial system updates with approval processing



View the credit review pipeline

- Track requests and activities through system dashboards
- Follow activity milestones
- Oversee credit review processes and centrally manage all work



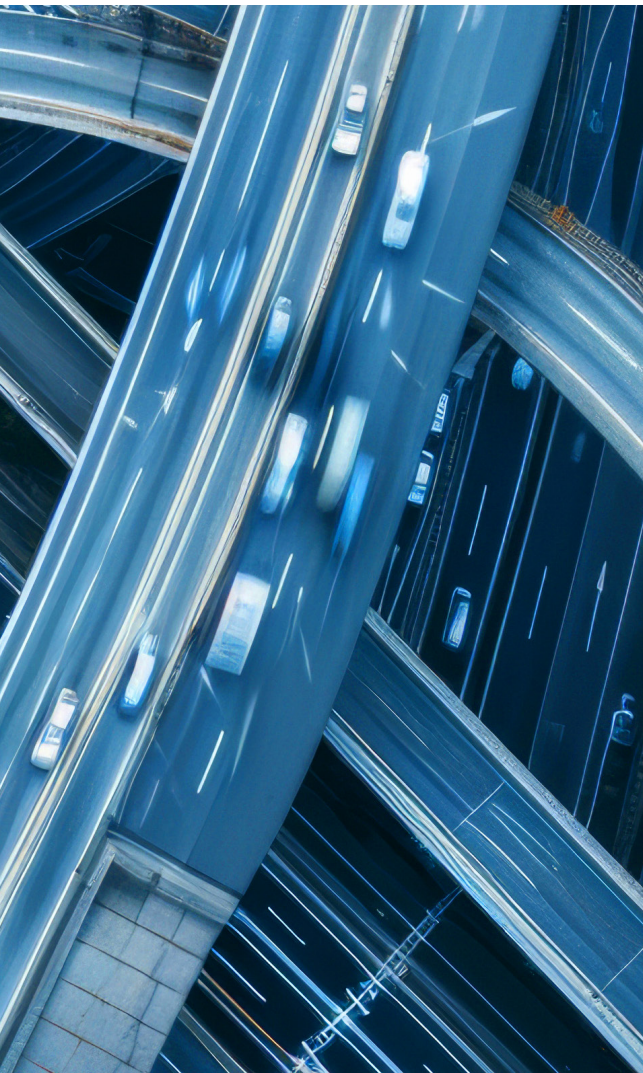
Provide a new customer experience to borrowers

- Guide borrowers through the loan process using a borrower-facing portal
- Collaborate with borrowers and assign tasks to be completed
- Submit and track documents directly in the system without manual reprocessing

The process

The project team first inventoried existing data, forms, checklists, documents, and spreadsheets to map all the manual processes. Once completed, the Crowe team began prototyping parts of the process that incorporated automation.

Crowe CX for Commercial Lending is built on Microsoft Dynamics 365™ and Microsoft Power Platform™. One benefit of Power Platform is that it is an industry-leading low-code platform that can quickly configure and customize processes.



Another key benefit of Power Platform is that it's integrated with existing Microsoft 365™ tools such as Microsoft Word, Excel, Microsoft Outlook™, and Microsoft Teams™. Posting email and meeting notes to the system, collaborating in Teams regarding a loan, and exporting data to Word and Excel helped credit teams better manage their work. Team members could more clearly see the processes, suggest improvements, and internalize their operations.

By using an iterative prototyping process, the company could increase its speed to value. Processes were usable as soon as they were tested and approved, and teams did not have to wait for the entire system to be completed to begin working more efficiently. The financial services organization could start tracking information, managing documents, and processing requests early in the project cycle. The project team made iterative improvements and layered in additional processes over time until all processes were included.

The progress

The successful implementation of Crowe CX for Commercial Lending enabled the company to:



Collaborate more effectively with customers and securely collect documents through a new portal



Reduce the number of required systems and eliminate data silos and manual rekeying of data



Automate important processes, improve reporting capabilities, and enhance visibility to in-process work, which helped the team stay coordinated



Improve visibility to important borrower information, which reduced confusion and eliminated wasted time searching for information

The people

The ultimate measure for the success of the project comes down to how users respond to the new system and whether it has improved their abilities to interact and collaborate with people throughout the lending process.

When key users shared their experiences in a post-project system review, they expressed satisfaction with the new system and remarked that it had a positive impact on their work environment. They specifically pointed out how well the system organized and streamlined processes, built trust in operations, and made sure everyone involved in the lending process was on the same page.



See more of what Crowe CX for Commercial Lending can do for your operations.

Crowe CX for Commercial Lending was designed with organization, collaboration, and customer connectivity in mind. Schedule a demo with a Crowe specialist to learn more about how Crowe CX for Commercial Lending can enhance your commercial lending process.

Explore crowe.com/cx



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