



# National US Bank Increases Completion Rate by 26%



CASE STUDY





# Contents

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**The Problem:** Siloed, Inconsistent Bank Processes 3

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**The Solution:** No-Code Automated Digital Workflows 5

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**The Impact:** Simplified, More Compliant Processes 8

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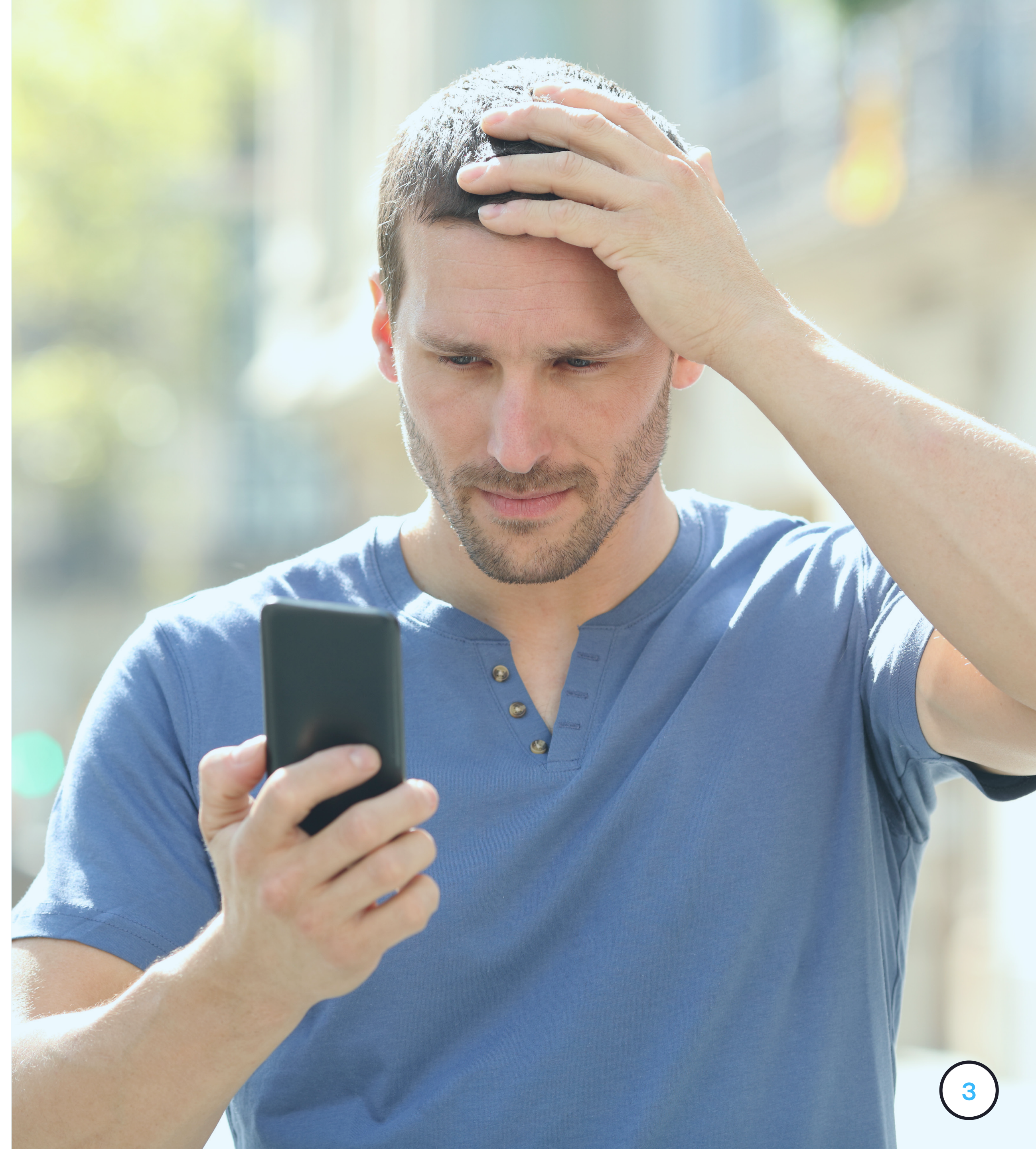


# The Problem

## Siloed, Inconsistent Bank Processes

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A National US bank had long cobbled together workarounds to deal with silos in both its consumer and commercial banking divisions. But COVID-19 made this reality unsustainable due to unprecedented demand for personal and PPP loans. Banking advisors faced enormous pressure to get customers' desperately needed relief funds out the door quickly — while trying to collect required documents and paperwork remotely.





# The Problem [Cont.]

## Siloed, Inconsistent Bank Processes

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Advisors wasted precious time trying to understand which documents to collect, and chasing customers via branch visits, email, and repeat phone calls for signatures, forms, and supporting documentation.

Executive stakeholders realized they could no longer rely on individual agent judgment and decision-making to get funds into the hands of their customers in an efficient and compliant way. They needed an automatic digital workflow that would collect loan applications, documents, and signatures from customers — with minimal agent input.

A new remote and unpredictable reality called for a **new, compliant, and fast way of working.**





# The Solution

## No-Code Automated Digital Workflows

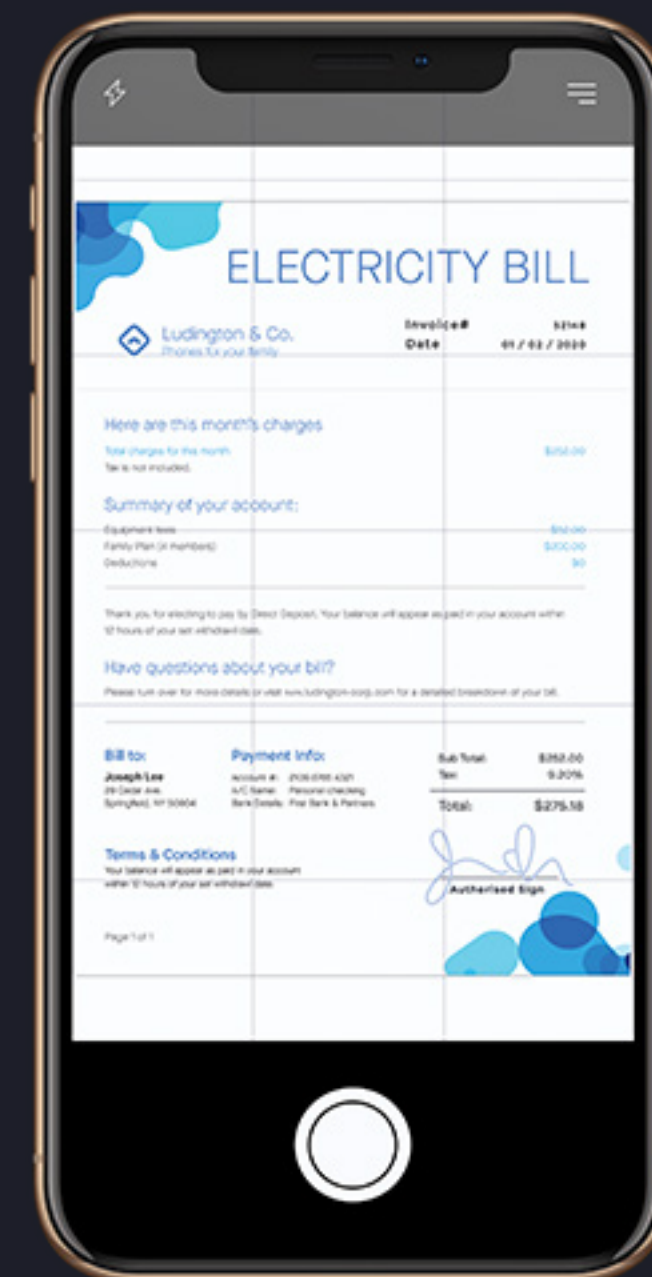
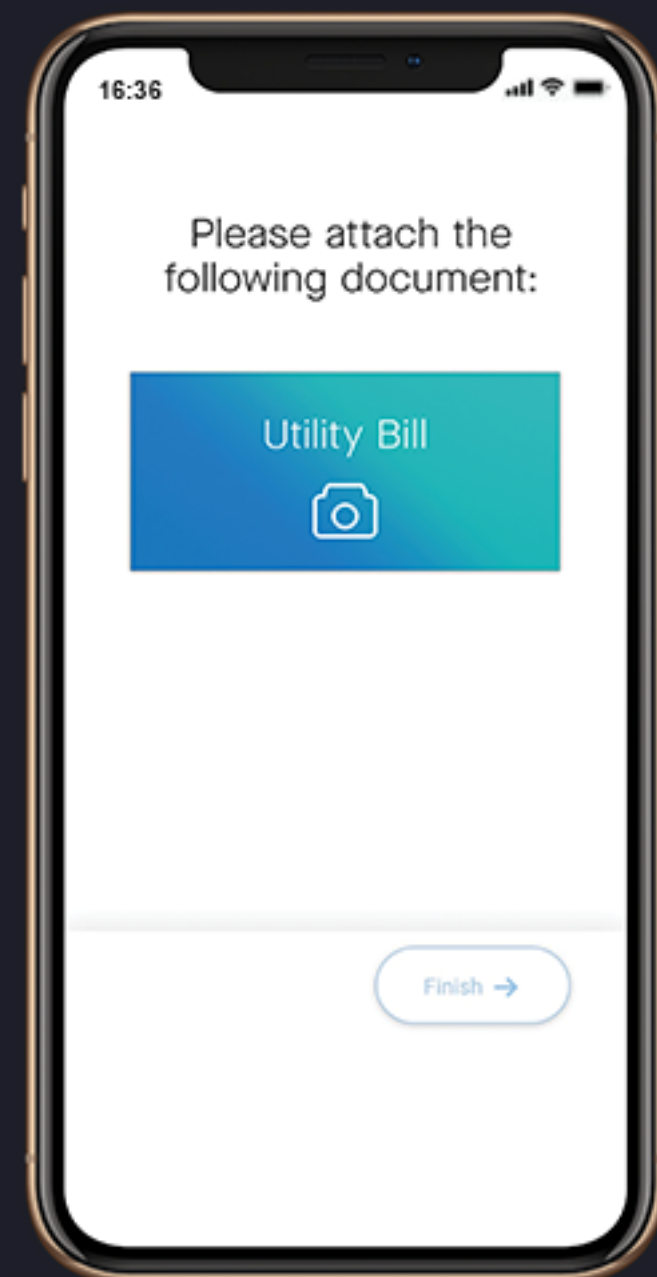
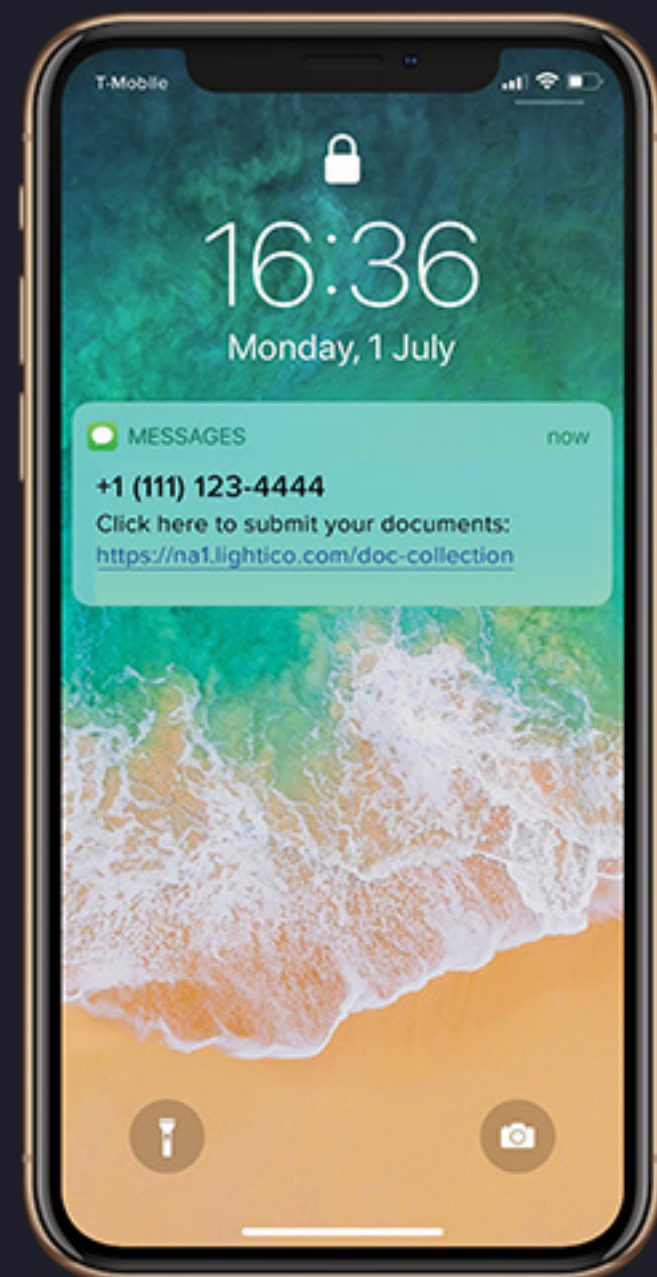
The bank considered a number of different business process management solutions to support loan applications. But many of these tools were point solutions that only automated certain aspects of workflows, not end-to-end processes. Other tools required coding, which would prevent process owners from quickly adjusting workflows based on dynamic business needs.

↓ **67%** lower application abandonment rate

Then, depending on the responses provided in the application, the workflow triggers a request for additional documents (e.g., proof of payroll costs, proof of income). The customer snaps a picture of each document and digitally sends them to the advisor via cell phone or computer. Their electronic signature and photo ID verification can be done from the same platform.



# How Mobile-First Document Collection Works



Customer receives a text message which opens a secure collaboration room.

Agent requests specific documents and stipulations.

Customer snaps and submits a photo of the documents using their cellphone camera.

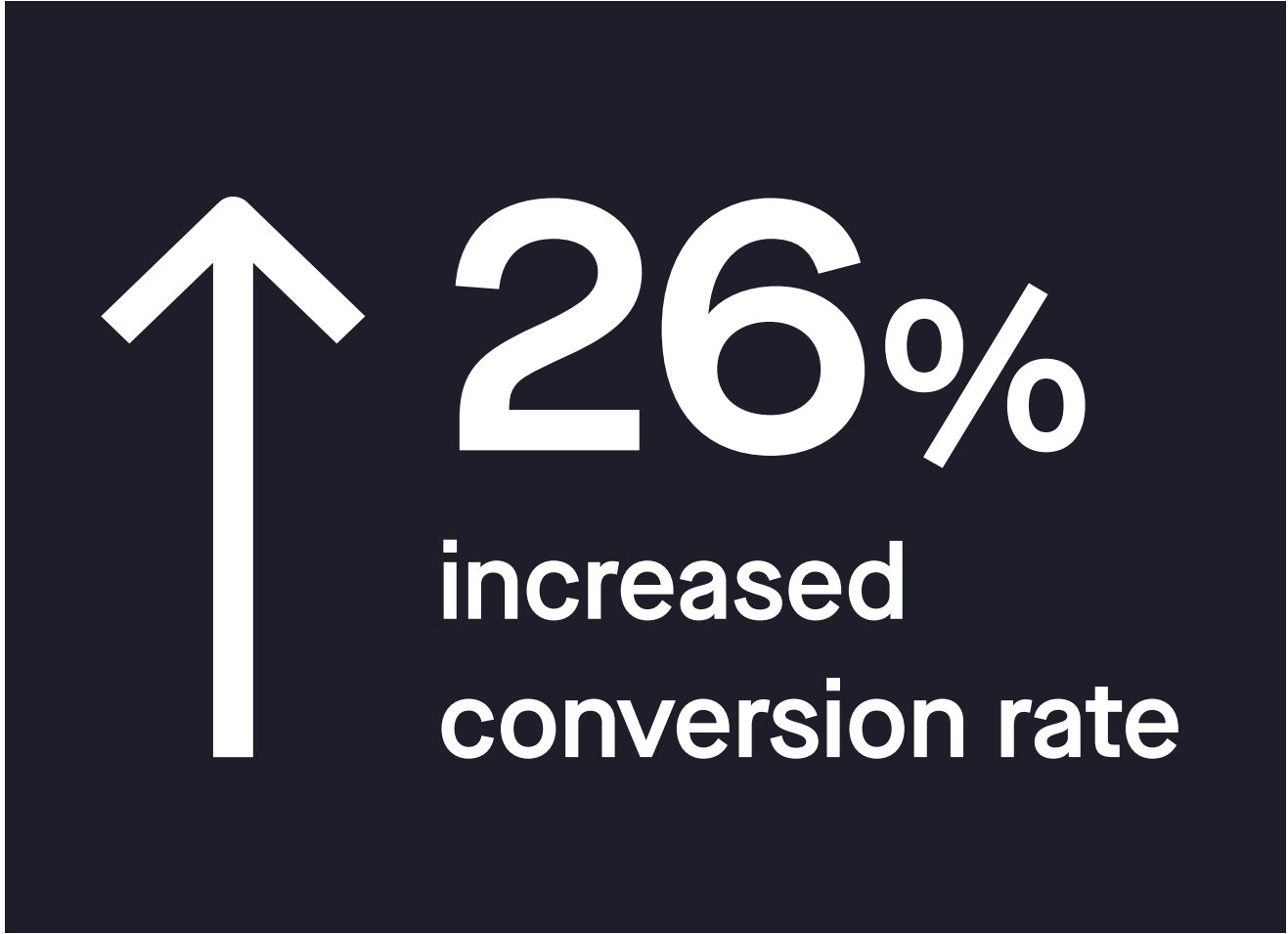
Documents are securely stored with the rest of the customer records in CRM.



## The Solution [Cont.]

### No-Code Automated Digital Workflows

The bank ultimately partnered with Lightico, choosing it for its no-code automated digital workflows. With Lightico's drag-and-drop interface, process owners could quickly set up conditional workflows for customer-facing tasks, such as remotely collecting ID, loan applications, documents, and signatures.



**↑ 26%**  
**increased  
conversion rate**



“The conditional workflows have been a real life-saver, especially in today’s constantly changing environment,” said the bank’s vice president of operations. “Our division managers can stay agile, flexible, and up-to-date with the latest compliance requirements.”



# The Impact

## Simplified, More Compliant Processes

Since Lightico's solutions have been adopted, the bank has seen a

↓ **67%**  
lower application  
abandonment rate

↑ **26%**  
increased  
conversion rate

↑ **Higher**  
NPS

↓ **Reduced**  
agent turnover



"Lightico has been a game-changer for our loan departments," said one loan operations manager. "Each customer interaction is optimized and compliant regardless of the particularities of the advisor or customer."



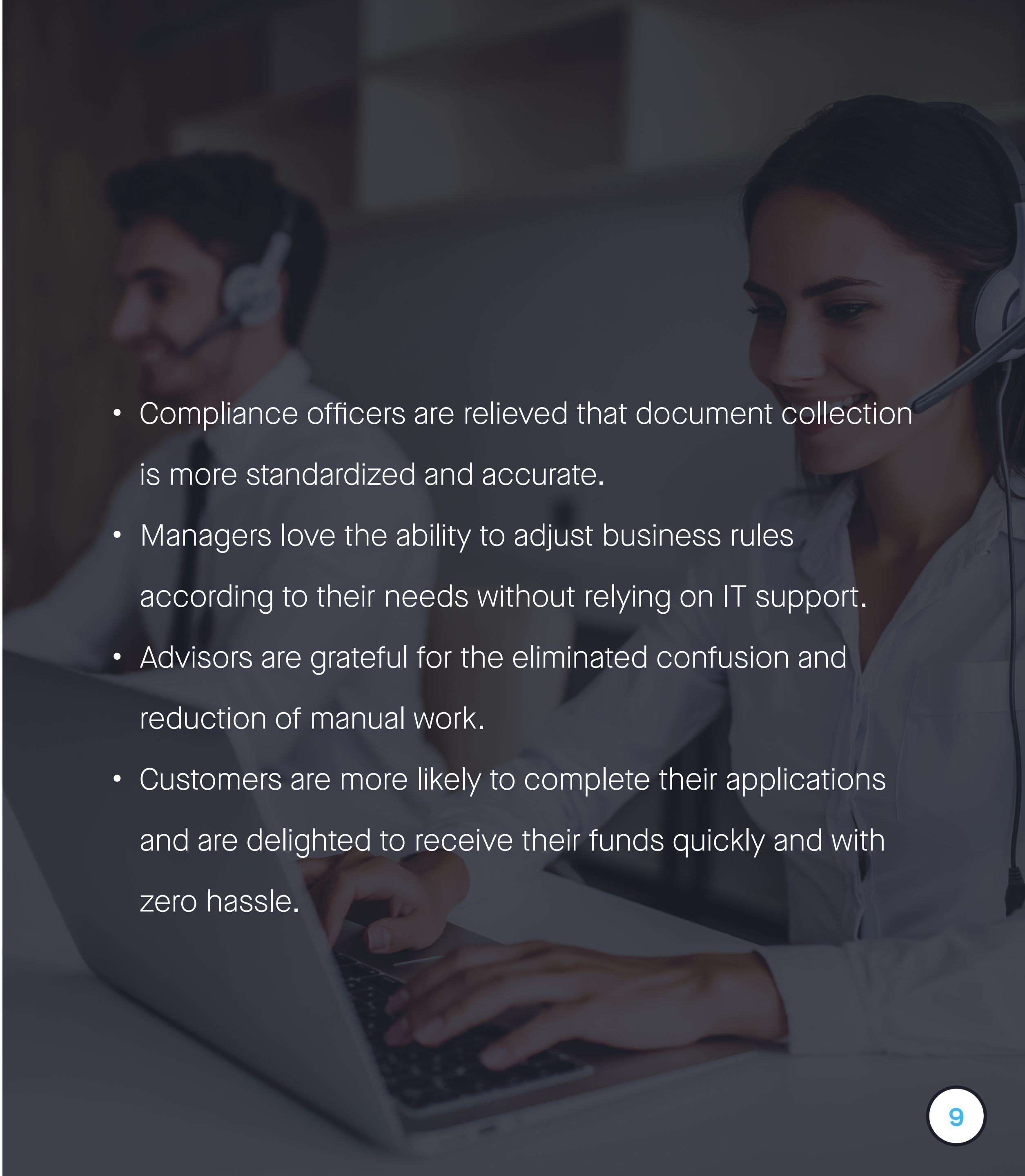
# The Impact [Cont.]

## Simplified, More Compliant Processes

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Thanks to Lightico's automated digital workflow system, the bank is able to approve more loan applications, faster. The bank's executive team reports that every stakeholder has become happier and more efficient since Lightico was adopted:

- Business leaders enjoy greater visibility into their departments' performance, which until now was obscured by siloed, convoluted processes.

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- Compliance officers are relieved that document collection is more standardized and accurate.
  - Managers love the ability to adjust business rules according to their needs without relying on IT support.
  - Advisors are grateful for the eliminated confusion and reduction of manual work.
  - Customers are more likely to complete their applications and are delighted to receive their funds quickly and with zero hassle.





Given the bank's success in using the Lightico platform for lending, it's considering using it to handle new customer onboarding as well.

"We hope that by next year, Lightico will be helping our bank onboard new customers quickly and fully remotely."





# Now More Than Ever, Support Your Customers Remotely

Instantly collect eSignatures,  
forms, documents & payments

Try the Interactive Experience

Lightico

First Name: Jane

Last Name: Doe

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Email: janedoe@gmail.com

Signature:  
*Jane Doe.*

SUBMIT

## About Lightico

Lightico empowers businesses to accelerate and automate customer journeys. Companies leverage automated workflows to collect eSignatures, documents, payments, and ID in real time — straight from the customer's smartphone.