

ART's Digital Journey and Customer Centric Approach using Technology



Dominic Vijay Kumar, Senior VP & Chief Technology Officer at ART Housing Finance talks about adoption of RPA for their Customer Acquisition by integrating “Aadhaar based XML,PAN verification, Account Aggregator along with Bank Statement Analyser and e sign, e stamp and Penny Drop” on their core android app and business application further taking the digital journey to next of step of paperless customer on boarding which includes the digitally signing the Loan documents which was always challenge in Housing finance Segment especially in the Affordable market.

Technology adoption has taken change in their TAT, Authentic data and less of manual intervention, control over fraud and enhancing the ARTisans in shaping their digital career. ART believes in Technology and Training to achieve the Digital journey started by them...