STANDARD OPERATING

PROCEDURE

RuPay

Standard Onboarding Journey

Version 2.0

Background

Every bank has a different and un-optimized journey for credit card application and throughout the digital journey there are too many user inputs & documentations being asked from the end customer which leads to high drop offs. The lack of an optimized and uniform digital journey to on-board customers on RuPay Credit Cards leads to an inferior experience for the end customer. This problem is being solved by formalizing a standard process for digital onboarding of customers on RuPay Credit Cards which is being referred to as Digital Onboarding Journey. This Digital Onboarding Journey would be available for customers across native online channels and embedded across different platforms. Customers can easily access this journey and with basic data being captured they will be able to avail a RuPay Credit Card.

Objective/Purpose

To provide customers a uniform, seamless and intuitive journey for credit card application which is intelligently aligned with the issuance rules & route applications of various banks that shall help increase the application to issuance ratio for RuPay Credit Card. Key Value Proposition of this onboarding journey is to drive the adoption of Rupay Credit Cards through standardized, simplified, user friendly, cross-platform journeys, thereby reducing friction in customer onboarding and increasing the overall activation to support a significant growth in RuPay credit cards penetration.

Digital Onboarding Journey Steps

1. Customer lands on the digital onboarding page routed via different sourcing channels for RuPay Credit Cards such as RSAS, RuPay website, RuPay Marketing Campaigns etc. Customer will select a preferred bank, accordingly will be redirected to the relevant Partner PWA.

2. Customers enters his/her mobile number which is authenticated via an OTP sent to his device basis which the mobile number validation is performed.

3. Subsequently, customers will need to provide their PAN Number, Name as per PAN, and Date of Birth (DoB) and Consent to do soft bureau pull. Partner will validate the PAN and perform a soft pull of the credit bureau. Address details will be fetched from the Bureau data of the customer.

4. In case, the current address details of the customer are different, he/she has the option to modify the same and input the current residence address. If Address Details Fetch is not successful, the option to manually enter the address details should be provided.

5. PIN Code check is being performed at the backend which makes sure that the current PIN Code of the Customer is serviceable. In case, the PIN Code is not serviceable then an error message is shown to the customer mentioning that the entered PIN Code is not serviceable by the bank. Also, dedupe check API is performed for checking the ETB and NTB status of the customer, where available.

6. Customer's employment details are captured next. Post that Bank's Eligibility Check will be done through their BRE API. Based on the results of these checks, customers will be shown the RuPay credit card listings of the given bank that they have a high chance of being approved for. Some customers may be rejected at this stage.

7. Based upon the Credit Card offer selected by the customer, the customer needs to follow the Bank specific steps wherein additional details and other mandatory set of documents will be asked from customer based upon the distinctive bank ask. Customers will need to complete the KYC process as per the bank's requirements. Different banks can have different set of additional documents and details which customer needs to provide based upon whichever bank credit card he/she selects.

8. Last stage of the whole journey is the actual issuance of the RuPay credit card to the customer from the Issuing Bank. The journey ends with the message being displayed to the customer mentioning about the issuance and dispatch of the Credit Card, as provided by the Issuer.