

Cognizant tech to power Chola vehicle finance push

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IT MAJOR, Cognizant has joined hands with Cholamandalam Investment and Finance Company (Chola), part of the Murugappa Group, to digitally transform the latter's vehicle finance business operations. The arrangement will cover several functions from loan origination through recovery and is aimed at reducing costs, improve business agility

and deliver an integrated customer experience.

Cognizant is bringing together its consulting, digital strategy, industry and technology expertise to re-engineer business processes and digitize workflows across systems. Cognizant will develop multi-channel applications across mobile, tablets and web for Chola field staff and customers in order to drive real-time decision making and improve productivity, the company said in a statement.

Through this digital transformation program, Chola will be able to improve customer turnaround time, enhance operational efficiencies and reduce costs.

"The tie-up with Cognizant will help us strengthen our core operations. Digital channels hold the key to service and pricing innovation for retaining existing customers and attracting new ones," said Vellayan Subbiah, managing director, Cholamandalam Investment and Finance.