



Processing of KYC for One of the Largest E-wallet Website in India

Value Added	Complete End to End KYC Management
Impact	Within a short time span SoftAge helped client to upgrade more than 600 wallets & contacted more than 6000 users across the geography

Summary

SoftAge helped leading mobile e-commerce website to streamline the KYC processing through its inbuilt “**Pehchaan**” solution by providing – KYC collection, KYC scanning and KYC data entry. The requirement was integrated with clients for better maintenance of the KYC’s. Also, the solution required to seamlessly integrate with client’s core system.



ABOUT THE CLIENT

The client, is one of the India’s largest e wallet company which helps the customers recharge instantly from anywhere & anytime with their online recharge and bill payment service for your mobile and internet. Client is India's largest independent mobile payment network connecting 30+ million users with 1,00,000+ retailers. By using the wallet, customer can now browse through some of the biggest online, retail and fashion stores without having to repeatedly exposing their card details. Client wallet also offers instant transfer of money to the friends & family with ease



CHALLENGE

As per the regulatory compliances and RBI guidelines, client was facing serious challenges to reach out to its customers for KYC collection. The benefit of KYC processing will enable wallet users to increase the transaction limit from existing Rs 10,000 to Rs 1,00,000 per month. But due to limited reach- client was not able to cater to its customers in remotest corner of India. SoftAge with its 550+ spoke offices spread across the geography, helped client to reach to Tier 1, Tier 2 and Tier 3 cities to complete their KYC process adhering to mandatory compliances.

CASE STUDY

APPROACH



The client associated with SoftAge for KYC management and initiated its software solution “**Pehchaan**” - to manage end to end processing of KYC. Leads are shared by client and SoftAge enables the segregation of data according to pin-codes and leads are assigned to the circle managers for calling the customer through the software. Once the appointment is fixed, based on the pin-codes leads are allocated to the field executives who visit the customer for KYC collection and verification. This process is followed by scanning of KYC through m-scanner which is integrated with “**Pehchaan**”. Data entry is done from scanned images and shared with the client. Physical forms are sent to the client for further processing. This completes KYC processing for client.



OUTCOME

- ▶ Streamlining of KYC collection process
- ▶ Increase in number of wallet users by 10%
- ▶ Reach out to 180+ cities
- ▶ Efficient and time saving solution

Talk to us about how we can make your business different and better.

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