



KYC Management for One of the Largest Mobile E-commerce Website in India

Value Added	Complete End to End KYC Management
Impact	Within a short time span SoftAge helped client to upgrade more than 21,000 wallets & contacted more than 70,000 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, KYC data entry and KYC warehousing solution. 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. Client turned to SoftAge, the trusted Process partner, SoftAge’s Document Management Services as the solution.

Industry: E-Commerce



ABOUT THE CLIENT

The client, is India’s largest mobile e-commerce website and one stop hassle free solution which helps you recharge instantly from anywhere & anytime with their online recharge and bill payment service for your mobile with best bonus and packs pertaining to internet & roaming within few minutes. Client has helped from hassle of queues, pay admission fee or registration fee for various Institutes, Schools, Colleges online along with recharge metro card and instantly pay insurance premium & gold loan. They provide convenient way to recharge prepaid mobile and DTH using payment method of your choice i.e. Debit/ Credit Card, Internet Banking or Wallet system with attractive cash back benefits.



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 corners of India. SoftAge with its 550+ spoke offices spread across the geography, helped client to reach to Tier 2 and Tier 3 cities to complete their KYC process adhering to mandatory compliances.

CASE STUDY

APPROACH



The client deployed SoftAge for KYC management and initiated its software solution “Pehchaan” - to manage end to end processing of KYC. Leads are uploaded by client in their Software. SoftAge solution “Pehchaan” enables the segregation of data according to pin-codes and leads are assigned to the circle managers for calling. Once 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 for warehousing. This completes KYC processing for client.

OUTCOME



- ▶ Streamlining of KYC collection process
- ▶ Increase in number of wallet users by 11%
- ▶ 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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