

Eliminating Fraud Through Mobility Solution

How one of India's most prestigious NBFCs increased its field agents' productivity by 100%, reduced travel costs by 50%, and virtually eliminated fraud through Uniphore's voice-based enterprise mobility solution

With presence across 350 branches in India and assets under management over ₹10,000 crore, one of India's leading NBFCs (name withheld on request) has emerged as a comprehensive financial services solution provider that offers vehicle finance, business finance, home equity loans, stock broking

and distribution of financial products to its customers.

The Challenges

This NBFC employs over 6,000 field agents across India in sales and collections who travel extensively in their territories to acquire new customers and service existing customers. For each interaction with a customer, these agents

filled out the appropriate paper form, and mailed the completed paperwork to the company's administrative headquarters at the end of the day. The time it took to fill out the forms, deliver them to HQ, wait for HQ to complete the processing and finally receive the administrative revert, was hampering field agent productivity and negatively affecting customer satisfaction. Another serious negative



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fall-out of the paper-based workflow was a high level of fraud by unscrupulous field agents who took advantage of lack of real-time reporting and accounting.

To overcome these challenges, the company realized that they needed a strong enterprise mobility solution provider.

The Solutions

With few requirements in mind, the business undertook a review of the leading enterprise mobility solution providers in the Indian market and selected Uniphore's Mobility Platform. The decision came down to scalability. Uniphore was the only solution provider that could integrate voice technology with GPRS and SMS platforms, and they had a keen understanding of the customized solution and would need in order to create seamless mobility across our workforce.

Uniphore worked with the NBFC on a comprehensive discovery process, understanding their current business operations, IT infrastructure, and the bottlenecks in their processes. The two companies then worked together to build an end-to-end mobility solution using voice, GPRS, and SMS for the sales and collections processes of the company—one that supports 11 local languages and runs on inexpensive feature phones.

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The final solution looked at each step of the sales and collections processes. For each operation—lead capture, follow-up, document collection, feasibility reporting, etc—the agent opens the relevant application on their basic feature phone, and enters the appropriate information.

In addition to capturing information on their mobile phones, field agents also have access to their record of activities and reports on the status of each lead.

Both voice and text inputs are uploaded to and collated on the same back-end platform in the NBFC's administrative office in real time. Here, the business managers monitor the service opera-

tions, make timely business decisions, and benefit from full visibility of field activities and progress. They can approve customer service requests in a matter of minutes, and communicate these decisions immediately to the agent.

The entire mobility solution is hosted on the cloud, allowing the NBFC to embrace a pay-as-you-grow model with limitless scalability.

The Result

According to the sources in the NBFC, it said, "What's amazing is how fast we saw these enormous gains in productivity. We doubled our agent productivity in a month's time, and are confident that this is a great return on our investment."

After implementing Uniphore's solution, the company saw impressive results which are as follows:

Increase in Productivity

Using their mobile phones, agents are able to enter and update as many as 15 leads a day, more than doubling their productivity.

Additionally, because the status of every customer's file is updated in real time, the supervisor can track each deal, and will be alerted if there is a significant delay in follow-up.

Reduction of Costs

First, rather than investing in an expensive POS device, the company was able to build a scalable mobility solution on inexpensive feature phones. Secondly, since field agents already used these feature phones regularly in their daily lives, they could start using the application with little training.

Field agents now achieve a lot more in a single meeting with a customer because the company can now process information and revert with decisions to its agents in real time.

The level of fraud in the company's operations has gone down from 10% to almost negligible because manual billing processes are now replaced with online ones. 🌟

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