



# Case Study for Online Loan Aggregator

CYLSYS Software Solution Private Limited

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## The Challenges

As the DSA model was a Feet on street model, the client had to recruit a large workforce of Tele callers (to generate leads), Sales Executives (To convert leads and create their own pipelines through cold calling, their personal contacts or through some activity and Document executives who actually met prospects and collected their loan application and supporting documents. This gave rise to many issues which are mentioned below leading to losses in the Business

- Huge Wage bills as separate teams were required to service different loan products
- All members not contributing enough business each month.
- Micro monitoring was required to see that Sales Team were logging in the files in the correct Banks /NBFC's and ensuring there was no misreporting which is a common hazard in this type of Sales setup
- The actual ratio of Loan disbursements to actual files logged in was very low resulting in low revenue.
- Databases for Tele calling was an additional expense. This data required constant replenishment.
- Large office was required for the large team to assemble and for physical reporting to take place. Leading to higher overhead cost.

## How Did Cylsys ( Unicorn Ops vertical ) help:

The mandate to Cylsys was to study the business model of MyFundBucket in totality and suggest remedial or alternate options in the same Business domain.

Cylsys had its top resources having years of expertise in Business strategy, Startups, and A &M's study this particular Case in detail and give its assessment and suggest possible measures to either rectify the situation or suggest alternatives. The results were as follows

- The idea of MyFundBucket.com as a digital loan platform was suggested as the right way to move forward which would allow its stakeholders to use their experience in the Loan and BFSI industry , but at the same time avoided the pitfalls associated with a DSA Model
- Cylsys helped design and create the MyFundBucket platform with the help of its in house Software development team. The inbuilt algorithm created by Cylsys also ensured that the correct loan option was selected by customers applying for loans on this portal and led to higher rate of disbursements
- Cylsys's Business Development team helped MyFundBucket with building Business alliances with the Digital teams of Banks/NBFC's across loan products and Credit cards so that any customer visiting the MyFundbucket platform had the multiple loan options available which matched the client profile. The Objective was Customer loan requirement should be met once they visited MyFundBucket.com
- Cylsys undertook the social media and digital marketing functions for MyFund Bucket resulting in higher number of quality leads generated for all the financial products on the MyFundBucket loan portal

- Cylsys also undertook the Tele calling activity of MuFundBucket through its Ops centre in MP which ensured only qualified leads are sent to the Banking partners.
- Cylsys gradually also suggested and later got on board other product verticals like Savings accounts , Insurance to be a part of the MyFundbucket loan portal so that it could service any financial needs and goals of an individual.

## The Outcome:

A Year after the changes, the Client is thriving as one of the leading and successful examples of Startups in the Loan aggregator space. Few of the accomplishments of this Digital loan journey of MyFundBucket is mentioned below :

- The Platform is now accessible both via Web and app. It has 3,500 + daily visitors
- Registered Users on the portal – 1,03,000+
- Loans – Over Rs.100 Cr disbursed
- Credit Cards - 1,600 cards issued
- Relationships with 40 + Private, Nationalised Banks, NBFC's, Housing Finance Companies, P2P players, Insurance service providers etc.
- Trimmed size of workforce and other functions like Telecalling outsourced, resulting in huge savings for the company
- MyFundBucket has actually started seeing profits month on month after switching to this model.

## About Us

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### Introduction

As an emerging technology agency, we at Cylsys create breakthrough products and portfolio of services that are exquisite and eminent to our customers.

As an emerging technology agency, we at Cylsys create breakthrough products and portfolio of services that are exquisite and eminent to our customers. Placing foot in diverse areas of services, we are top among the mounting mobile app development agencies in the nation. With an experience for more than three years, we are engaged in delivering innovative service to our customers through our spot-on mobile solutions.

Our sturdy in-house software geeks and project managers have encrypted a successful team of vibrant employees, who are committed in bringing mobile solutions through Conceptualization, Agile Development, User Experience, Security and testing.

Endowing you with a goof proof triumph app, Cylsys shapes a very stout basis in testing the infrastructure that tracks each and every version of the app.

Appended with usability testing and load testing; we bestow a blended slant to our mobile solutions. Cylsys stands erect in delivering the best to its clientele. And is a gateway to mobile resolution.

## CONTACT INFORMATION

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## WELCOME TO THE REVOLUTION

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SOFTWARE DEVELOPMENT



MOBILE DEVELOPMENT



QA & TESTING



HIRE DEVELOPER



DIGITAL MARKETING



UI / UX DESIGN



SOFTWARE CONSULTING



DATA ANALYTICS



AI ML



RPA TOOLS



CHATBOTS



CLOUD MIGRATION

## Our Clients

We have worked with the following clients on different modules based on the requirements.

I do hope that this information will help you gain a clear idea of what we can offer, and that we can become a recognized vendor for your organization.

						
						
						
						
						
						



# Technology Stack

