



Case Study - Paytm

By Unicorn Ops (A Business division of Cylsys Software Solution Pvt. Ltd.)

Cylsys ,Mumbai, November 2020

Case Study Paytm

The Client

Paytm is an Indian e-commerce payment system and Financial Technology company based in Noida, Uttar Pradesh.

The Challenges

When Paytm started off it was just with a Wallet to make and receive payments to few vendors. Eventually they launched their Payments Bank with RBI approval. Now all customers who had opened wallets and wished to upgrade to the Payments Bank would have to complete their KYC before a cut-off date in order to continue doing financial transactions through the app. Unicorn Ops was assigned the Task of getting the EKYC completed of customers in certain Pin codes of Mumbai. The run rate required was 300 EKYC's completed in a single day. This was a humongous task.

How did Cylsys help

The Team Heads at Cylsys took this up as a challenge as the team had never done this type of work before. More the reason to successfully execute it. 2 Teams were formed. Team 1 was of 10 Tele calling members would establish contact with the wallet customers from the given customer database and explain the need for getting the EKYC done . Then fixing an appointment according to the convenience of the customer for our FOS executive to visit. Team 2 was of 60 Field executives who would be visiting the customer and completing the EKYC via smart phones and the biometric system.

The Outcome

Both the Teams did a splendid job by coordinating closely with each other and with the help of their supervisors who kept a hawk eye on the minute to minute action and ensured that the Team kept meeting their daily targets. Each FOS executive was ensuring that they were completing 5 EKYC's on a daily basis. Yes there were occasions when a certain field executive could not meet the customer due to some unforeseen reason like the subscriber was in an extended office meeting or the subscriber left for the day early without informing the field executive. In such a situation, other field executives went the extra mile and met 1 or 2 additional customers and ensured there was no shortfall in the Teams daily targets. True Team Work at play here !!! All kudos to this wonderful Team for all the success it has achieved !!!

Unicorn OPS

After the stupendous success in its Business verticals of Software Development, IT Staffing and Digital Marketing, Cylsys Software offers Unicorn OPS – A path breaking Outsourced service to take care of all your Backend or Operations requirement and deliver results according to set parameters. And all this at very Economical commercials.

A state of the art facility at Gadarwara in Madhya Pradesh with a crack team of 80 plus talented professionals who will give shape to your Business vision in a definite time frame.

Unicorn Ops also has 2 additional operational Call centres. One in Mumbai which is a 50 seater facility exclusively used for International Call processes and a centre in Noida which is a 60 seater and used for Domestic BPO and KPO processes.

These services can be opted on an hourly / daily/ weekly or Monthly basis. Teams are allocated as per the function and skill sets required for the particular project.

Unicorn OPS will transform your Business ideas to successful implementation and finally partner you in achieving your Business goals.

Some of the amazing services Unicorn OPS currently offers to some of our Esteemed clients are



Back office Operations



Sms / Email campaigns



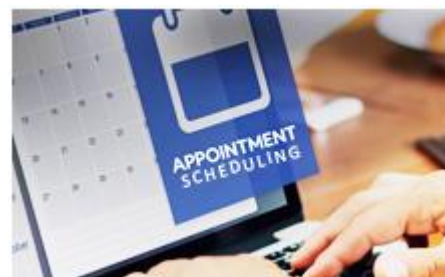
Lead Generation



Data Entry



Call Center Ops



Scheduling Appointments for professionals like Doctors

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.

The Cylsys Group

Introduction

Cylsys Software Solution Pvt. Ltd. was founded in the year 2010 and has been scaling new heights in the various verticals of Information Technology

Be it Software Development,, Applications Development, IT Staffing , Digital Marketing or the newly launched Unicorn Ops, Cylsys Software leverages its expertise in Information Technology to deliver path breaking Solutions which enables a Business in any industry to embrace its potential and deliver spectacular results.

We Partner Businesses to achieve their Business goals through our various Software Solutions.

Cylsys Software provides 360 degree solutions in the IT domain.

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