



## Case Study- HDFC Ltd. Home Loan lead generation

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

Cylsys , Mumbai, November 2020

# Case Study- HDFC Ltd.(Lead generation of Home Loan prospects)

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## The Client

HDFC Ltd. (Housing Development Finance Corporation) is a leading financial services company based in Mumbai, India. It is a major and one of the first housing finance provider in India. It also has a presence in Banking, Life and General Insurance, Asset Management, Venture Capital, Deposits, Realty, Education and Education Loans.

## The Challenges

The brief from the client was that they required qualified leads of customers interested or looking out for Home Loans. These leads were to be sent by Unicorn Ops to their centralized Ops team via an API integration and they in turn would funnel these leads to their branches across India where their Sales teams would work on converting these leads to Sales. These leads would be of prospects who were meeting the given income, age and other criteria and were based across India. The leads had to be of prospects having a genuine and immediate requirement of a Home Loan.

## How did Cylsys help

A 10 member Team at Unicorn Ops was assigned this important task. Majority of the team would be callers who would be directly speaking to the customers on phone. The digital marketing team was given the brief of the campaign for generating the leads through social media campaigns. Once the campaign was live the information of interested customers was captured in an online form and the same was routed to the calling team. The calling team then called on this data of customers to confirm the information the customer had filled in the form and also to verify that the customer's interest in the Home loan was genuine. This qualifying of the customer was a very important part of the process as it was not just raw data being passed on to the client, but leads of customers who were genuinely looking for a Home loan and were meeting the given criteria of the client. This ensured a higher level of conversion rate for the leads generated by Unicorn Ops.

## The Outcome

The Team started with delivering 500 qualified leads in the first month. The client was extremely satisfied with the quality of the leads that were being generated. So gradually the Purchase Order size increased and the team was subsequently delivering over a period of time, 4,000 qualified leads month on month. This activity was a great example of team work across departments. The Calling team and the digital marketing team collaborated, worked very closely and delivered spectacular results.

## Unicorn OPS

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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

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**Back office Operations**



**Sms / Email campaigns**



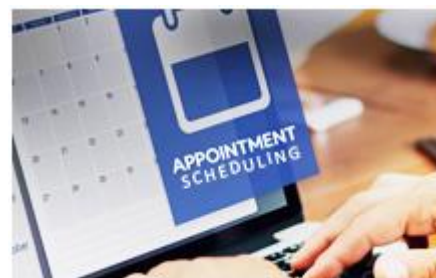
**Lead Generation**



**Data Entry**



**Call Center Ops**



**Scheduling Appointments for professionals like Doctors**

## Our Clients

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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

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### 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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