



# Virtual Branch That Helped AMC Cut Down Client Servicing Costs

*A Self-Service Portal offering a hassle-free investment experience to investors with easy instant access to their portfolio.*

## CLIENT

A leading asset management company managing assets of over 30,000 Crores.

## CHALLENGE

The AMC wanted to reach out to its customers by providing a virtual Investor Services Center online. The online facility would provide instant real-time access to customer portfolio along with an ability

to transact online. Given the growing population of internet savvy investors, this channel for investing was expected to be the preferred choice for a large section of the global investor community.

The AMC wished to extend these facilities to other channels such as Mobile devices, ATMs and CRM/ IVR systems in future.

## SOLUTION

MindCraft conceptualized designed and built a web-based solution utilizing the web services facility provided by CAMS. The solution provides the investors the following facilities:







- **Account Summary** - helps investors get a summarized view of their portfolio including the schemes invested in, cost, market valuation according to the last NAV value and so on.
- **Additional Purchase** - provides a facility to invest in existing or new schemes. The solution offers payment gateway integration with a leading payment gateway provider, enabling the investor to invest from bank accounts held in any of 15

leading banks.

- **Redemption** - Provides a facility to redeem existing investments. Proceeds from redemption are directly credited to a bank account specified during booking of the purchase transaction.
- **Switch** - Allows switching of funds between schemes. Switching is available from an existing scheme to a new scheme as well.
- **Account Statement** - Allows account statement to be generated and printed in the format used by the mutual fund.
- **New Fund Offering (NFO)** - Allows investors to invest in new Fund offerings introduced by the Mutual Fund.

- **SIP** - Allows investors to invest in an SIP and make the first payment online. Also allows cancellation of the SIP.
- **SWP** - Allows investors to register for a SWP with a facility for cancellation.
- **STP** - Allows Investors to register for a STP with a facility for cancellation
- **Dividend Re-invest option** - Allows investors to specify if the dividend announced for a particular scheme should be reinvested or paid out.
- **View Transactions** - Allows investors to view their last few transactions along with payments made and confirmation advices.

## BENEFITS

-  Customer Proximity
-  Enhanced Customer Experience
-  Reliable Payment Gateways
-  Audit Trail of Transactions
-  Easy Investment Option for NRIs
-  Faster Access to Information

## FEATURES



- Non-resident investors holding a bank account in India can invest without paperwork and restriction of time-zones
- Direct channel for the investors to interact with the AMC
- Reduced customer service as more and more investors prefer this channel for facilitating information at their fingertips
- Hassle-free investment experience for investors with easy instant-access to their portfolio.
- Complete audit trail of purchase transactions makes the process of reconciliation with multiple banks extremely easy.
- The AMC is now planning to extend the same services over the mobile channel using the Service Oriented Architecture afforded by the solution

## CONCLUSION

MindCraft was given the responsibility of creating a virtual space online for the benefit of the AMC and its customers. IntiCraft conforms to a complete SOA architecture and not only fulfilled these requirements but also created a user friendly application for customers. The application conforms to a complete SOA architecture. The client could easily up sell to their investors using this portal. Moreover, IntiCraft helped the client significantly cut down their client servicing costs.

## ABOUT US




MindCraft is a Software Products, Solutions and Services organization. We enable customers to transform their businesses through products for Banking, Insurance, Mutual Fund & Financial Services and a cross industry product suite.

We help our customers get competitive edge through technology services that include Development & Integration, Business Intelligence & Analytics and Systems Software Management. Incorporated in India in 2002, we have a team of over 500. We also have a presence in Singapore, USA & UAE.


## CONTACT US



 +91 22 4221 6200


 [www.mindcraft.in](http://www.mindcraft.in)



 +65 6652 3215


 [www.mindcraft.com.sg](http://www.mindcraft.com.sg)



 +1 (908) 750 6647

 [www.mindcraftamerica.com](http://www.mindcraftamerica.com)



 +91 22 4221 6200

 [www.adeptus-tech.com](http://www.adeptus-tech.com)