

5 Ways in which Fintech is Reshaping Traditional Consumer Services

A JindalX Research



The Fintech sector in India has seen an upsurge, in the use of Multi-channel platforms in the past year.

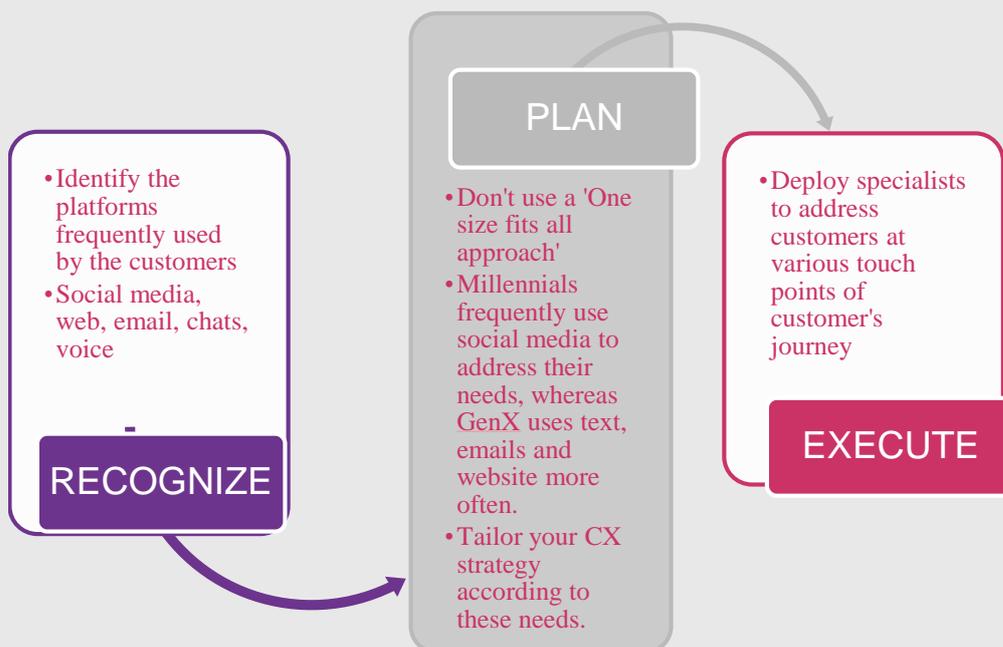
9 out of 10 customers want an Omni-channel experience which has seamless service between communication methods.

73% of consumers use more than one channel during their shopping journey.

Business

Hence it's extremely important to provide consistent CX on all of them be it call, chat, web or social media.

Challenges



JindalX

Solutions

1. **Need for Real-time Response (convenience):** 43% of Millennials contact customer service from a mobile device. Out of these, 90% expect companies to have an online portal to address their needs. Instant messaging & chat services serve exactly this demand. It not only helps in addressing the pain points in the customer journey in real time, but also helps to increase the conversion of abandoned carts and provide tailored financial recommendations.
2. **Automation & Chat bots:** Availing financial services is an integral and complex decision. Hence Top Fintechs must use Chabots for instant assistance, to automate repetitive tasks and save costs. Chabots can also guide the customers through products and help them make informed decisions. Since 63% of Millennials start their customer service interactions online, initial guidance is integral as an uncertain customer might soon convert into a lost customer.

3. **Seasonally Scalable platforms:** In festive and wedding seasons, the demand of fintech services rise exponentially. Hence there has to be an ability to scale-up rapidly to match the peak pressures, especially in lending. Such scaling should not compromise the Customers' Satisfaction Levels (CSAT). There has to be an accurate forecast of demand and efficient hiring using workforce management.
4. **Customer service on social media:** Customers, especially Millennials are increasingly turning to social media to discuss their grievances and queries. Studies show that 84% of these consumers expect companies to respond within 24 hours. Since global Millennial spending power will overtake Gen X, having a dedicated social media team is extremely important.
5. **Use of digital data for insights:** Companies need to keep abreast with performance and track the real-time operations, using BI. This gives a 360° view which helps in taking proactive decisions by transforming customer feedback into valuable insights and propositions.

JindalX Advantage

We have extensive experience in taking care of our partners through:-

Omni-channel Support – Chat | Email | Voice | Social Media

- Absolute accuracy & optimum CX with up to 4 concurrent chats
- Fastest response time and 24x7 support
- Propensity engines for intelligent solutions and 90% First-Contact-Resolution (FCR)
- Proactive social media interactions and end-to-end resolution to grievances

We give what your business needs

- Personalized and human-centric customer service
- Gamification based process training led by technology
- BI led 'JX Techpack' to give real-time 360° view of operations

To get a free demo of our real time 360° view dashboard book an appointment or mail us at sales@jindalx.com

About JindalX

JindalX is a leader in helping businesses drive their Customer Xperience by ensuring that it look at the processes in completely different ways. Our transformation levers are more focused towards making interactions faster, easier and effective. We at JindalX are equipped with the latest technologies in the business process management space, ranging from Digital Tools, Software Development to cutting edge BI led analytics. Our strongest pillar is the culture of innovation and Xcellence which is driven through our values and vision.
