



## Case Study – Kotak 811 Account

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

Cylsys , Mumbai, November 2020

# Case Study Kotak 811 Account

---

## The Client

Kotak Mahindra Bank is one of the leading private Banks in India and offers Banking products and financial services for Corporate and Retail customers in the areas of personal finance, Investment Banking, Life Insurance and Wealth

## The Challenges

The Client followed by, Kotak Mahindra Bank wanted to promote and get its newly launched digital savings account “Kotak 811” activated by the maximum number of customers in Pan India. The Client wanted us to start with the monthly score of 1000 accounts opened and then scale up. As the entire account opening is done by the customer and on his/her own phone the challenge was to initially making the customer aware over phone the benefits of this account and then getting the customer to go through the entire journey of account opening which starts by downloading the app from the playstore, filling in his personal details, Aadhaar details, initiate the KYC by doing the Aadhaar OTP authorization and finally opening of the account. The challenge was to get the customer to stay on the phone with our agent for the entire account opening journey which typically took 7-8 minutes.

## How did Cylsys help

A 15 member Team at Unicorn Ops was assigned this task. These were mostly Team members who had previously executed few BFSI campaigns. But in Digital savings accounts, this would be their maiden effort. The brief to the team was simple. Call on the given database of customers and explain the benefits of opening this Zero balance savings account and once customer gives consent, then guide the customer through the account opening journey.

Incentives for the team was announced at the outset itself. The Team stuck to the script and delivered the numbers as per set daily targets. 1 out of every 3 customers called were getting converted.

## The Outcome

The Team started slow, but gradually did such a fantastic job that they scaled up in no time to 2000 plus accounts month on month. The Team were self-motivated to achieve the daily targets. So the entire success of this campaign goes to the wonderful team of agents and the Supervisors.

## 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**



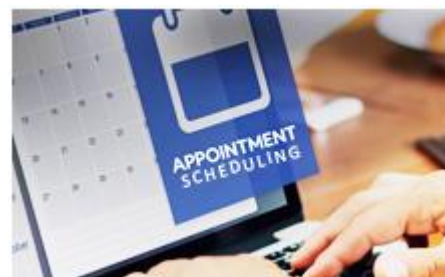
**Lead Generation**



**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.

## CONTACT INFORMATION

### Corporate Office:

85/86, First Floor, Harmony Mall,  
Goregaon West, Mumbai 400104

### Dubai Office:

P.O.Box:- 525551, Plot number 4785,  
Sajja Industrial Area Sharjah.

### Singapore Office:

30 Prinsep Street Singapore 188647

Phone: +91 9967502270 (Only for Sales Enquiry)

Mail: reachus@cylsys.com