



Route Connector

Automation, security &
data privacy

About the Organization

The bank is one of the largest Public Sector Undertakings (PSU) in India, with headquarters in New Delhi and operations spread over 1,500 branches in the country. Having a turnover of 1.4 billion USD, the bank employs more than 10,000 personnel and serves over 35 million customers.

Challenges Faced

The bank is using SMS messages to send across one-time passwords (OTPs), transaction information, and promotional messages to their customers. Doing this to 35 million customers translates to an overwhelming amount of labour if done manually.

At the same time, the bank also needs to keep their customer data secure in their premises while also maintaining their privacy. Handing over the data to be processed by an outside party is not a possible solution.

Solution Deployed

Route Mobile's Route Connector was set-up in the bank's premises and installed on their server. The application was then connected to the bank's database where all the relevant information is stored. Route Connector pulls all the required information from the bank's database, the data never leaves the bank's systems and security is kept at the bank's security level.

Route Connector then checks, at a very high frequency, if there is a need for a new message to be sent out. Whenever a new message is found, all the required information is combined and a draft message is created. The draft is then sent to Route Mobile's server that will send the message to the destination number.

Impact of Solution

Route Connector allows the bank to maintain practically zero personnel for their messaging needs. The solution requires minimum human intervention, maintenance, and configuration.

The bank's customer along with the bank's staff can have peace of mind, knowing that all the sensitive information never leaves their secured environment. In addition to that, the bank can stay compliant to all legal requirements related to data security and privacy.