



C A S E S T U D Y

Banking / BFSI Client

Route Connector automates the entire messaging process and maintains total data, along with the information, for one of the largest public sector banks.

Here is an insight on how we collaborated with one of the largest Public Sector Undertaking (PSU) clients and enabled it to #RouteItRight by enriching its customer communications using our product Route Connector.

About the organisation

The bank is one of the largest Public Sector Undertakings (PSU) in India, with operations spread over 1,500 branches in the country. It serves over 35 million customers.

Product



Route Connector



Challenges faced

The bank sends one-time passwords (OTPs), transaction information, and promotional messages to its customers. It was overwhelming for the bank to send SMS to around 35 million customers.

At the same time, the bank also needs to keep customer data secure in its premises while maintaining privacy. Handing over the data to get processed by an outside party may compromise the data security.

Scripted the success story by

Setting-up Route Connector in the bank's premises as a one-time installation. The application was then connected to the bank's database through an API. Route Connector pulls all the required information from the bank's database in an encrypted format and sends the required information to its customer using secured connection and Route Mobile's messaging platform. The data never leaves the bank's systems and security is kept intact.

Outcomes of #RouteItRight methodology

- Route Connector automated the entire messaging process
- The total control over the internal database and information remained with the bank
- Route Connector assured data security of its end users as this data is logically constrained within the client's premise

About Route Mobile Limited

Founded in 2004, Route Mobile is one of the leading Cloud Communications Platform service provider offering Communication Platform as a Service (CPaaS) solutions that caters to enterprises and OTT players (streaming media service) to improve their customer interaction & enhance customer engagement.

Route Mobile's communications platform comes with a unified API that includes wide range of products & services for diverse set of industries.

Route Mobile through its acquired company 365squared caters to telecom operators by providing them firewall, analytics & monetization solutions & Call2Connect offers world-class customer support solutions, back office & consultancy services as well.

