



Consumer adoption of Buy Now, Pay Later (BNPL) services is growing exponentially, both among low and high credit consumers. BNPL is expected to hit \$100 billion in 2021, up from just \$24 billion in 2020. At the same time, merchants are embracing BNPL as they realize its value in increasing cart conversions and order value and attracting new customers. The exponential growth, on both the demand and supply side, is forcing BNPL companies to elevate the customer as well as merchant experience to drive sustainable growth.

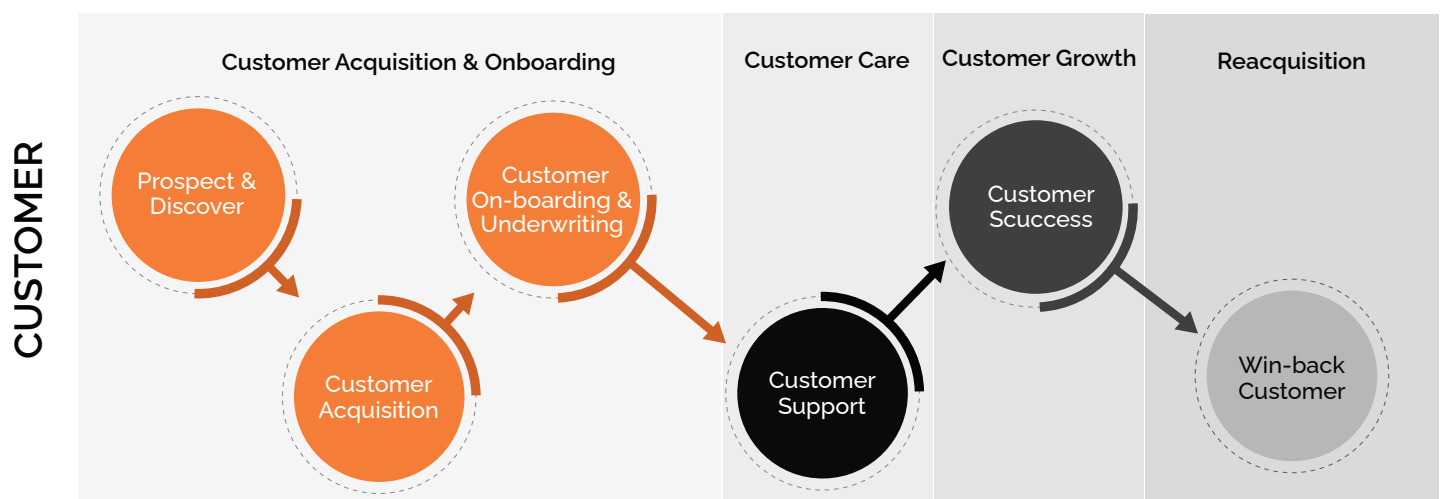
This demands seamless orchestration of multiple elements – from streamlining processes and deploying the right technologies to ensuring the human touch where needed.

We can help.

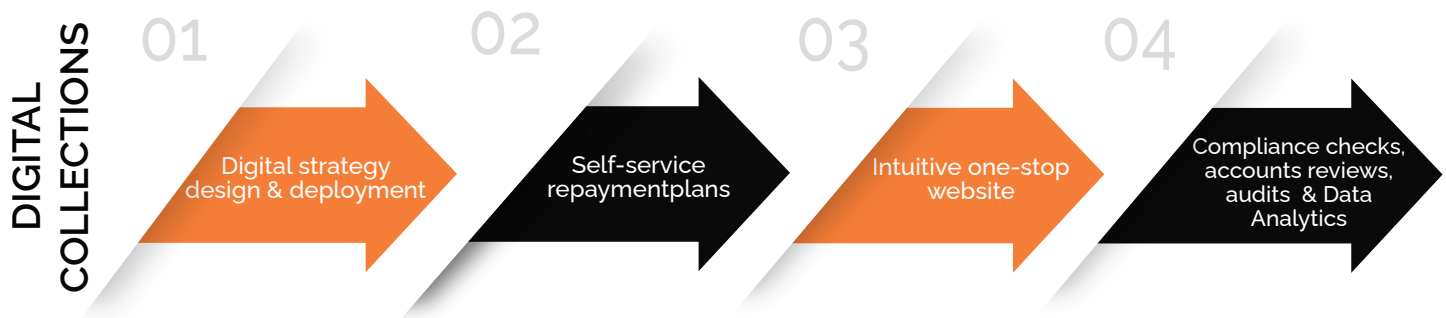
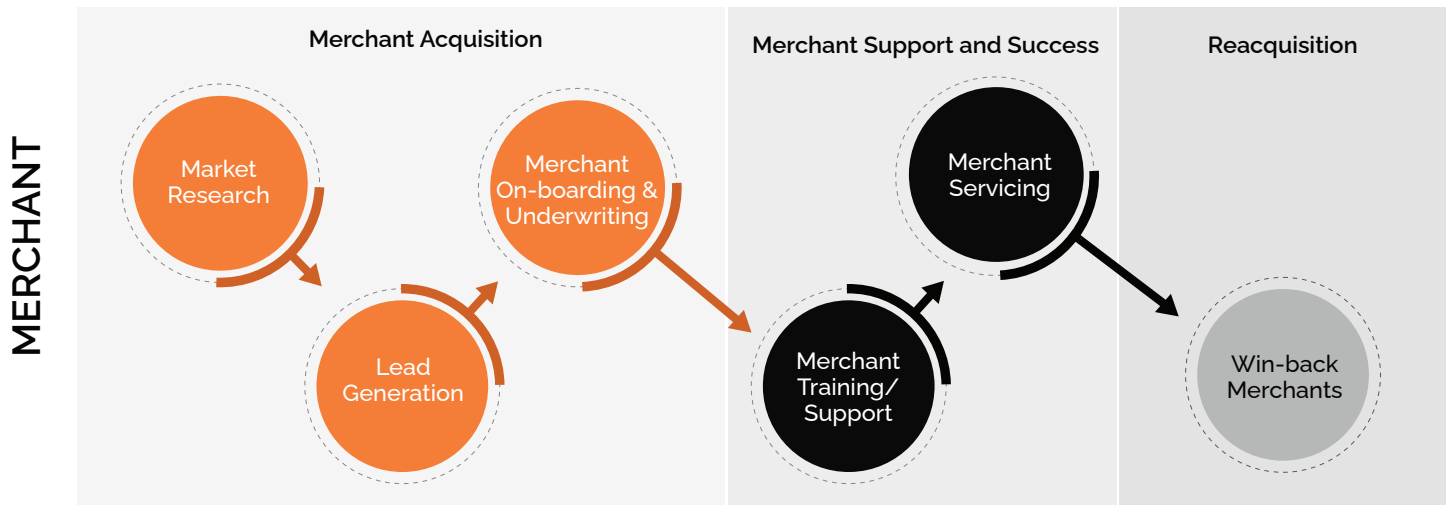
Firstsource offerings

Firstsource provides four core solutions – Customer Experience, Merchant Experience, Digital Collections and Platform Services – to elevate the end-to-end customer and merchant journey. Backed by next-gen technologies such as cloud, AI and analytics and complemented by the human touch, the comprehensive offering transforms customer and merchant support.

- Digitally Empowered Contact Center (DECC) is specifically designed to deliver exceptional customer and merchant engagement – across acquisition, onboarding, support and growth.
- Innovative Digital Collections and Recovery to help mitigate write-offs and enhance recovery.
- Platform services – Spanning Design, Build and Manage, our platform services allow you to access our offerings either as a turnkey solution or point solutions, based on your requirement.



Support across online and POS business lifecycle through tools, technologies and minimal human intervention



Experience is everything. Make it count

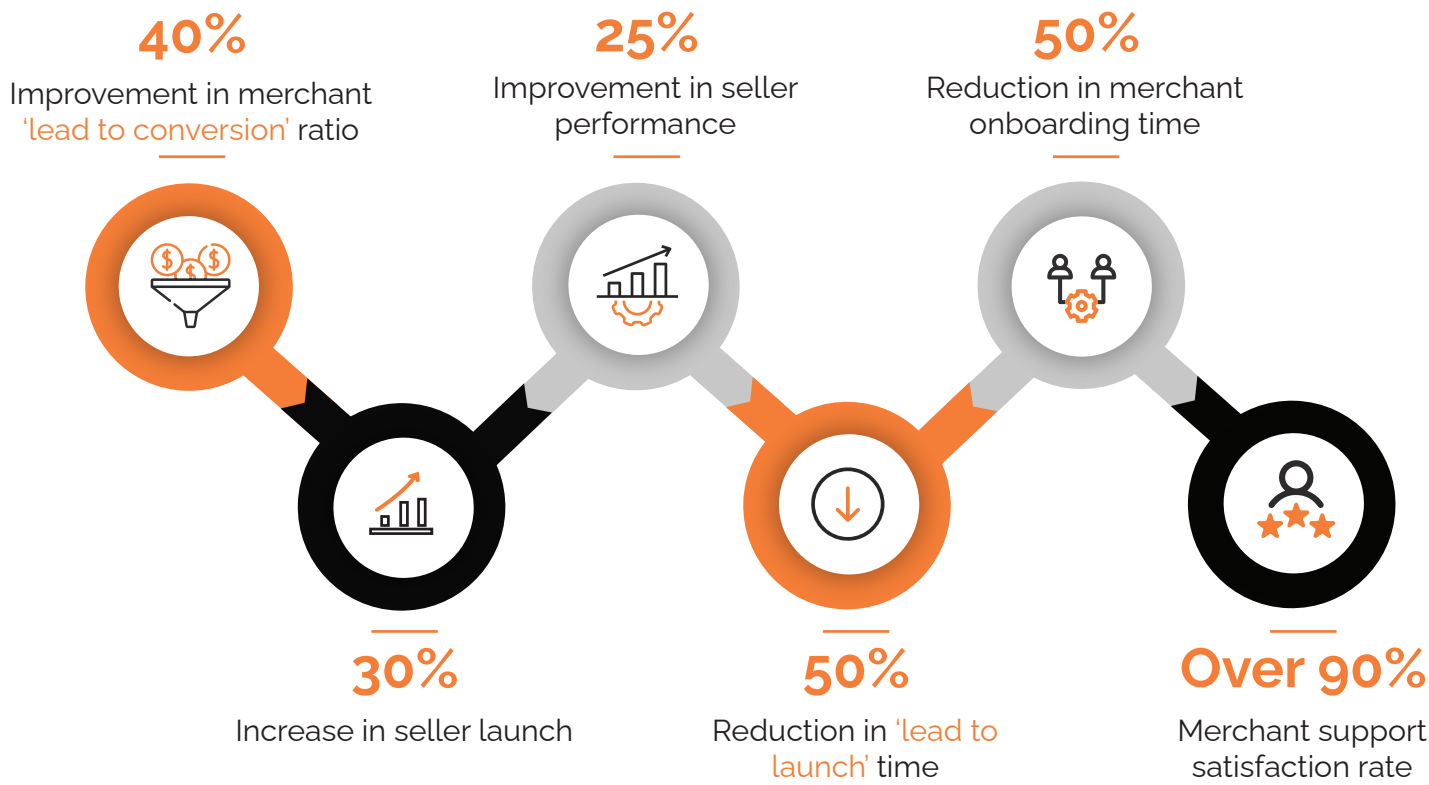


Improving customer and merchant acquisition, retention and brand reputation requires a foundation of world-class support operations. We help you deliver personalized omnichannel experiences by mobilizing our deep expertise in Contact Center Management, Customer and Merchant Lifecycle Management as well as Digital Debt Collections.

Our digital-first offerings streamline customer and merchant lifecycle management while ensuring compliance and security. They eliminate operational constraints and allow your staff to focus on what matters the most – boosting the customer experience and driving growth.

Firstsource impact

World's largest eCommerce company accelerates merchant onboarding and support



US-based auto lender transforms customer journey in 16 weeks and improves recovery



We partner with two of the top 5 global BNPL companies,streamlining support operations and elevating the customer experience. We can do the same for you. Talk to us.