



How Firstsource helps fintech clients

Agile customer processes to help you
launch, disrupt, pivot and scale



What we do



Customer acquisition and onboarding

- Outbound sales
- Inbound sales and lead management
- Know Your Customer (KYC)
- Mortgage application processing
- New insurance policy processing
- Merchant onboarding



Customer support and in-life management

- Customer service and tech support
- Cross-selling and upselling
- Complaints handling & remediation
- Fraud management
- Social community management
- Merchant servicing



Save and Retention

- Renewals
- Customer win-back
- Digital collections



Back-office processing

- Insurance policy admin
- Mortgage processing
- Commercial and asset finance operations



Who we do it for

We work with over a dozen fintech companies including



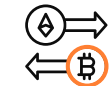
Banks



Specialist lenders



BNPL providers



A crypto exchange

Leader in analyst firm ISG Provider Lens for Contact Center Customer Experience Services

Firstsource is a leader in all four categories – Digital operations, AI and analytics, Work-from-home services, and Social media CX services – of ISG’s Provider Lens™ report Contact Center - Customer Experience Services Europe & UK 2022.

“Firstsource combines human interactivity and technology to deliver effective experience and rapid resolutions. It leverages next-generation technologies, such as RPA and AI to inform and empower associates. It creates a unified omnichannel desktop and displays next best actions, helping deliver tailored CX.”

ISG Provider Lens™ report Contact Center - Customer Experience Services Europe & UK 2022



Agile customer processes to help you launch, disrupt, pivot and scale

Whether your immediate challenge is to launch quickly, disrupt your market, pivot, scale rapidly, free up management time, or ensure you stay true to your digital values, we can help your customer processes keep pace.



1. Launch quickly

- Fintech lender: back-office operations created in six weeks to support new personal finance product.
- BNPL provider: merchant onboarding and support service launched within 3 weeks of LOI.



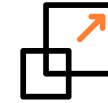
2. Disrupt your market

- Fintech lender: mortgage approvals in 15 minutes thanks to streamlined digital processes and AI.



3. Pivot quickly

- Fintech bank: webchat customer service launched with 2½ weeks of LOI.



4. Scale rapidly

- Fintech mortgage lender: 50X growth in six months supported.
- Fintech lender: 70% volume ramp in four weeks.
- BNPL provider: 2X throughput in merchant onboarding with no increase in costs.



5. Offload management hassle

- Crypto exchange: customer onboarding and KYC compliance taken care of, freeing up management time.



6. Stay true to your founding digital values

- BNPL provider: omnichannel digital collections approach reduces cost-to-collect by 20% while stopping 'old school' practices creeping in.

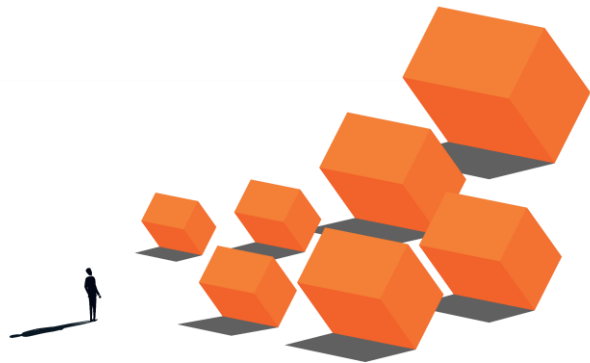


Further resources

Thought leadership

A realistic roadmap to creating better Customer Experiences

Most CS and CX pros would love to change the way their organization delivers customer service. But real-life tech change can be slow, costly and hard.



Research

5 hard-earned warnings for transformation projects

We interviewed 120 executives who've led transformation projects. Here are 5 things they wish they knew sooner



Professional services

Insights, Design Experience and Advisory

Take that customer experience strategy off the page and start designing what's next . . .



Firstsource

[Firstsource](#) is a business process management company specialising in digital customer experience and intelligent back-office processes.

To learn how we can help you improve outcomes in your CX operations, visit our [contact page](#) or email connect@firstsource.com.





About Us

- Established in **2001**
- Revenues of **\$795 Million**
30% of total revenue based on outcome-based pricing
- **26,557 Firstsourcers**
across US, UK, India, Philippines and Mexico
- **Leaders in chosen segments**
across Banking & Financial Services, Healthcare, Communications, Media & Technology and Diversified Industries
- **Domain driven BPM services company**
leveraging a 'Digital First, Digital Now' approach to solve key customer problems
- **150+ global clients including**
17 Fortune 500 companies and 9 FTSE 100 companies
- **Publicly Traded on Indian Stock Exchanges**
NSE: FSL BSE: 532809 Reuters: FISO.BO Bloomberg: FSOL@IN

Helping customers *stay ahead of the curve* through transformational technologies and capabilities

Firstsource Solutions Limited, an RP-Sanjiv Goenka Group company, is a leading provider of transformational solutions and services spanning the customer lifecycle across Healthcare, Banking and Financial Services, Communications, Media and Technology and other industries.

Our 'Digital First, Digital Now' approach helps organizations reinvent operations and reimagine business models, enabling them to deliver moments that matter and build competitive advantage.

With an established presence in the US, the UK, India and the Philippines, we act as a trusted growth partner for over 100 leading global brands, including several Fortune 500 and FTSE 100 companies.

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