Satya MicroCapital Ltd.

Satya MicroCapital is Setting Excellent Business Standards and Augmented Customer Experience with Scalefusion MDM

About Company

Started in 2016, Satya MicroCapital Ltd. is a Delhi based micro-financing company, mainly serving people at the bottom of the pyramid and especially women, encouraging them to be entrepreneurs. SATYA's mission is to be a catalyst for the socio-economic upliftment of five million households by the year 2025. It has registered impressive growth having reached Assets

under Management (AUM) of Rs 100 crore in just 1 year. They leveraged the advantages of mobility backed with cutting edge technology to power their operations including paperless transactions, cashless disbursements, geo-tagging of client and staff locations, E-KYC of clients and E-Learning platform for training staff members. They have emerged as one of the fastest growing MFIs in the country.

The Business Challenge

SATYA provided tablets or smartphones to the group of people mainly the women entrepreneurs in rural areas at the time of giving loans, from which they could upload all the necessary documents required for the loan procedure like Aadhar card, PAN card details, etc. and automate the EMI payments. This made Satya confront the following challenges:

1. Providing unrestricted devices to rural users with limited technical knowledge can lead to distraction, device misuse, and non-operation
2. Additional hardware security setting is required in the devices for user efficiency and minimum user intervention
3. Security of critical financial and user data in case of theft, misplacement, sim removal or mishandling by an unauthorized person
4. Issues and problems related to apps and devices used in the rural areas need to be fixed remotely
5. SATYA needed to be in constant touch with the agents and users regarding any issues or query, with the help of a simple chat option
6. They needed automated reminders for purposes like missed payments, upcoming events, and seminars for the agents and users
7. SATYA was concerned about the seamless functioning of their integrated apps like CRM, payment tools etc.
8. Timely updates of all those integrated apps were time-consuming and needed a lot of IT efforts
9. Customers and users need a constant supply of information and content on their mobile devices, irrespective of location and time

The Solutions

SATYA had a long list of challenges, but they were determined to work towards their vision. After a thorough requirement analysis, they started their research for a solution to cater to their needs. Scalefusion Mobile Device Management proved to be a perfect fit for all their requirements, as it helped them to securely manage, monitor & control all their mobile devices with utmost ease and efficiency. Scalefusion helped them with:

Kiosk Lockdown mode - Lock the tablets and restrict their usage to selected apps, which avoided any misuse, or any other irrelevant usage.

Mobile Content Management – Upload, distribute and manage user information like scanned Aadhar cards, other important content like brochures, product details, training material & instruction.

Mobile Application Management – Scalefusion provided Enterprise Store for managing business-critical apps on a common platform and distributing on the devices.

Easy app updates -It made regular updates and silent installation easy, which tremendously reduced the IT efforts.

Location tracking – It helped track the location of the devices when misplaced and even the whereabouts of their employees with Geo-tagging.

Remote Cast and Control – SATYA could utilize Scalefusion's remote support feature through a single central dashboard, in case of any issues with the apps or any other technical glitches.

EVA Communication Suite – Scalefusion EVA made it possible for the non-tech-savvy customers to use chats and restricted VOIP calls to a list of important numbers to get fast resolution.

Real-time notifications – Notifications can be sent about the location, health or any other issues related to the devices, on their mobile devices itself, on the go.

Hardware security settings – Provided in the form of camera settings, home screen, access to USB and remote wipe of data in case of device theft, loss or SIM swap.

Business Benefits

Besides technical advantages, Scalefusion helped SATYA draw a lot of business benefits in terms of faster decision-making, quicker and seamless business transactions and clearer communications with users and customers. Scalefusion not only helped them overcome their challenges and streamline their overall technological functions but also helped them focus on their core business vision. SATYA witnessed precision in its operations, which could now be effortlessly carried out with their clients, like:

1. Cashless transactions
2. User details such as Aadhar card & Pan card scanning and verification is secure
3. Processing of eKYC
4. Uploading eLearning material
5. Conducting online training
6. Managing crucial content like client's Credit Reports
7. Improved client interactions
8. Enhanced client satisfaction and trust

The best outcome for SATYA was their enhanced ability to take the customer experience at the next level with the help of Scalefusion's remarkable & intuitive features.

About Scalefusion

Scalefusion MDM allows organizations to secure and manage endpoints including smartphones, tablets, laptops, rugged devices, mPOS, and digital signages, along with apps and content. It supports the management of Android, iOS and Windows 10 devices and ensures streamlined device management operations with Scalefusion InterOps.

www.scalefusion.com