

# 5Paisa delivers mobile-first customer service for millions, powered by Zoho Desk.



## Zoho Desk | 5Paisa

India Infoline (IIFL) is India's leading integrated financial services group, founded in 1995, with headquarters in Mumbai. 5Paisa is IIFL's online trading portal, established in 2000 to cater to the company's retail brokering services. Today, with over 2.9 million customers around the globe, 5Paisa has one of the widest networks of business connections in the financial sphere.

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INDUSTRY	SIZE	TYPE
FINANCIAL SERVICES	201-500 EMPLOYEES	B2C



*We manage thousands of customer conversations on a daily day basis, across channels. With Zoho Desk, we can do this from a single place. Using self-service, our customers can look up FAQs and find answers instantly. This ensures that my team is more productive, and that we are able to go to the next level and achieve satisfaction and customer delight.*

*Shoaib Qureshi*

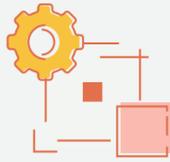
*Head of Customer Service*

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## **Why Zoho?**

It was a natural choice to go with Zoho Desk. Having the flexibility of the Zoho suite was a great advantage for 5Paisa as an expanding company. The intuitive user interface also made it easy to set up, saving them time and effort. One of 5Paisa's primary goals was to become mobile-first, and Zoho Desk made it possible for them to achieve this quickly. They were able to customize the help desk extensively, and maintain brand consistency on a large scale.



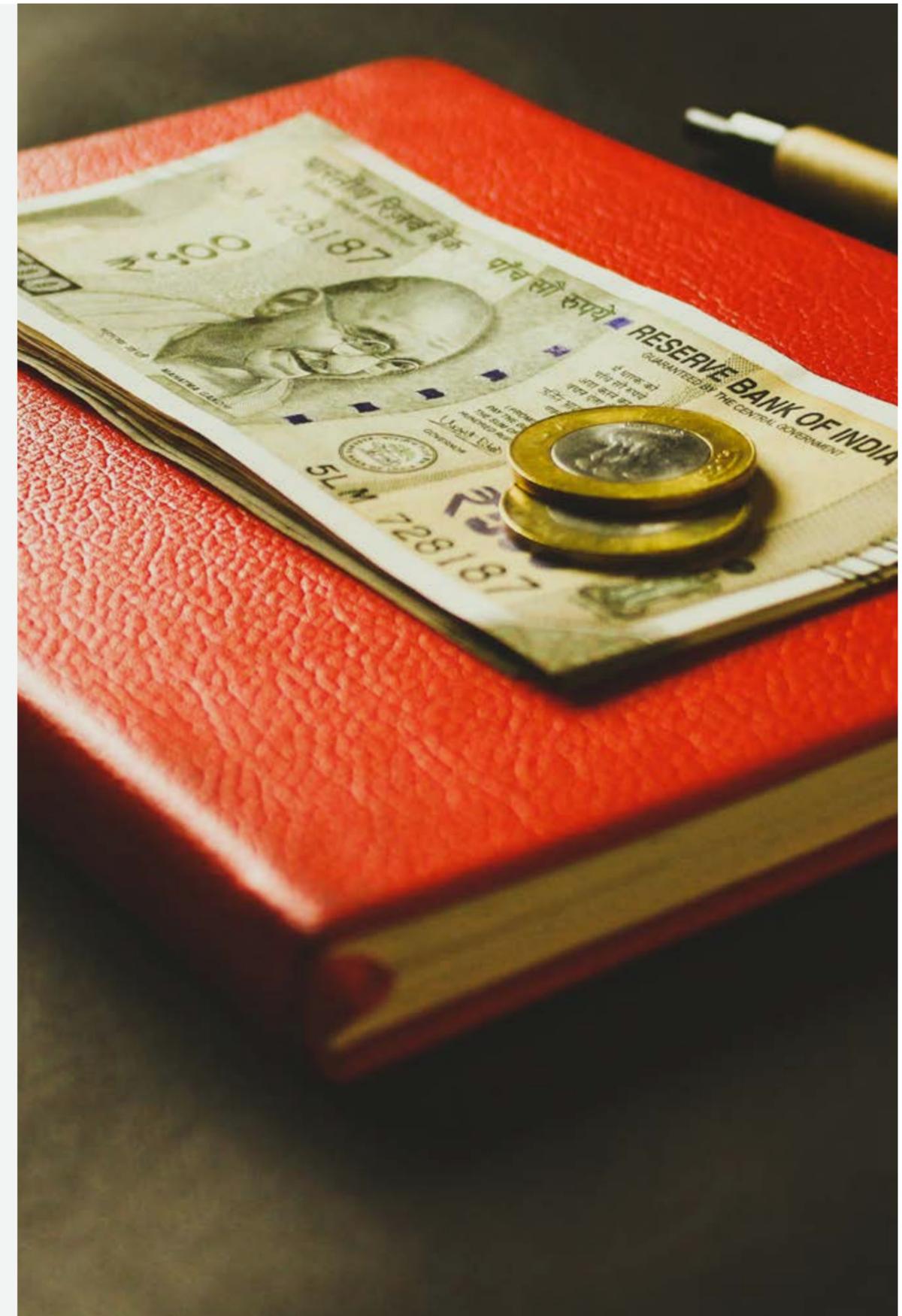
## The Challenges

Most customer interactions at 5Paisa involve sharing sensitive financial information back and forth. Customers trust the company with their money and expect top-notch customer service from the first interaction onwards. So, the primary challenge was to address a large volume of tickets (around five thousand a day) efficiently, while giving each customer the personal assistance they were looking for. With over a million app downloads, 5Paisa also wanted to make sure that help was available at their customers' fingertips. Their aim was to move towards a system of self-service, where customers can help themselves with minimal attention from our support team.



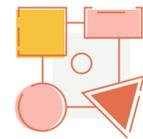
## The Solution

Zoho Desk has helped the 5Paisa team bring their entire customer service effort onto a single platform. Agents get the context they need to tackle tickets efficiently, and can easily bring in other teams to handle more complex problems. Agents are also able to view tickets across multiple communication





channels together with no extra effort. ASAP is a particularly important feature that 5Paisa uses extensively. It brings their Help Center directly into the 5Paisa mobile app. Customers can browse our Knowledge Base for answers or raise a ticket without leaving the app. This positively impacts overall customer satisfaction scores and helps the team focus on the big picture.



## **The Win**

Powered by Zoho Desk, 5Paisa now delivers mobile-first service to a million users.