Motilal Oswal Case Study

Chat bot type: Structured + light NLP

Channel: FB Messenger + Titan website
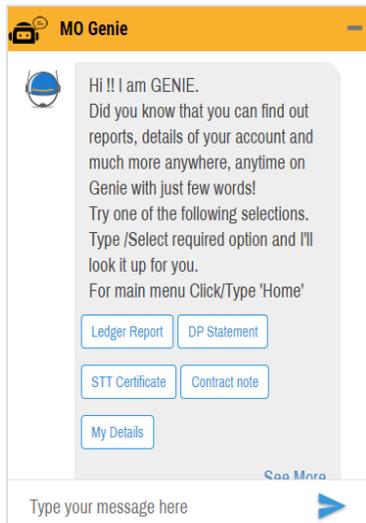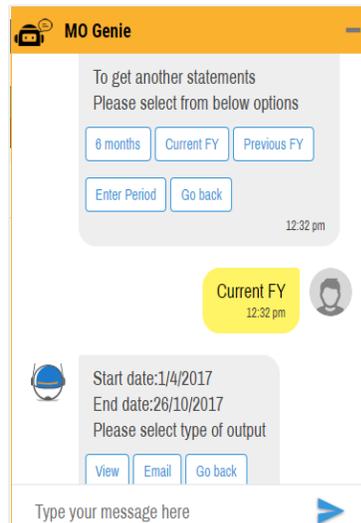
TRY THE BOT!

Use-case:

Motilal Oswal, one of India's most reputed equity broker was looking for a means to provide innovative, convenient solutions for their customers visiting their website. Each day their portal received and operated out a large number of requests and transactions. The idea was to streamline processes in order to help customers including the likes of sub brokers, end clients, dealers and branch managers. The challenge was to create a number of systems to help customers view, retrieve, interact and save data. Based on the expectations of the clients a total of 22 use cases had to be built.

The team from Gupshup having interlinked the APIs built a web widget that helped customers with
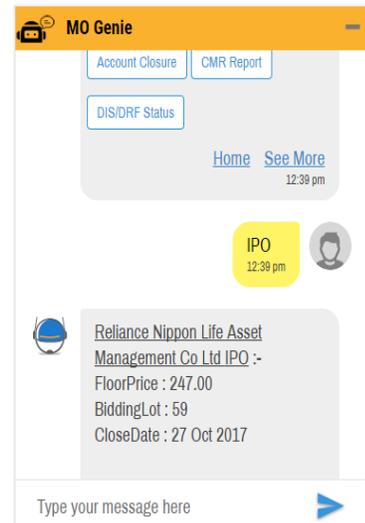
- Checking ledger, payout and mutual fund statements. This helped reduce the time taken for customers who had to earlier navigate specific sections of the website to receive the information
- New account opening through which the time taken to get customers onboard greatly reduced

| Listing down all the features | Checking the FY status | Getting IPO reports |

Motilal Oswal became India's first online stock broking portal to provide users the convenience of accessing data through a messaging interface. This dramatically increased the efficiency for the end users.