

# *REVOLUTIONIZING* BUSINESS PROCESS OUTSOURCING





# About US

Aksedge Software and BPO is a next-generation IT and customer experience partner, empowering businesses with AI-driven solutions, omnichannel engagement, and seamless digital transformation.

We specialize in customer lifecycle management, cloud-native and full-stack development, and AI-powered platforms that enhance efficiency, boost customer satisfaction, and ensure compliance with global standards like ISO 9001:2015, ISO/IEC 27001:2022, GDPR, and PCI-DSS.

With expertise across BFSI, telecom, OTT, e-commerce, and more, Aksedge delivers secure, scalable, and innovative services that help enterprises achieve measurable business success.



# Our Operating Principles

Our operating principles are the foundation of our culture and the blueprint for how we work. They guide every decision we make and every action we take, ensuring we are always aligned with our mission. We believe that by putting our Employees First, fostering a Fearless & Disruptive mindset, building Trusted Relationships, and embracing a Bottoms Up Digital approach, we can achieve exceptional results and deliver unparalleled value.



## EMPLOYEES FIRST

Utmost focus on employee well-being including infrastructure & workplace



## FEARLESS & DISRUPTIVE

Deliver exponential CX improvement through client centric innovation



## TRUSTED RELATIONSHIPS

Always do right by the customer. Be direct & transparent



## BOTTOMS UP DIGITAL

Digitalization of core processes impacting agent lifecycle

# Our Service Offerings

We deliver end-to-end solutions that cover every stage of the customer journey, from Omnichannel Support & Consulting to advanced Analytics & Business Intelligence. We empower businesses to not only optimize their operations, but to truly transform their customer experience.



**OMNICHANNEL  
SUPPORT  
& CONSULTING**



**DT  
CONSULTING**



**MANAGED  
SERVICES**



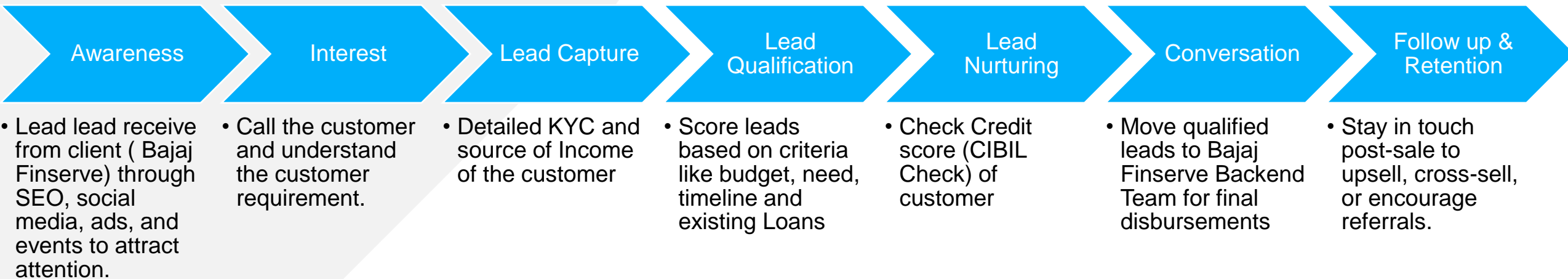
**ANALYTICS &  
BUSINESS  
INTELLIGENCE**



# Key Clients



- Loans: Personal, home, business, gold, and even loans for professionals like doctors and CAs.
- Insurance: Through its subsidiaries Bajaj Allianz Life and Bajaj Allianz General, it provides health, life, and general insurance.
- Investments: Fixed deposits, mutual funds, and stock trading via Bajaj Financial Securities.
- Cross Selling: EMI cards, wallets, and bill payments through the Bajaj Finserv app.



## PROCESS FLOW CHART Bajaj Finserv





## Our Vision

To be the most trusted global partner in business process and IT transformation - delivering intelligent, technology-driven solutions that empower enterprises to scale smarter, serve better, and lead their industries with resilience.

*"To simplify business complexity with agile, secure, and cost-efficient outsourcing. We merge human expertise with technology to optimize operations, safeguard digital assets, and drive measurable growth—built on trust and transparency."*

Our  
Mission



# The Opportunity and Challenges

Loan Sales Demand Speed, Compliance & Precision - All at Once.

Financial institutions are under pressure to **acquire more customers at lower costs.**

Regulations demand **strict compliance and transparent communication.**

In-house teams often face **high operational costs, limited bandwidth, and inconsistent conversions.**

*"The market is ready, but the process isn't optimized. That's where we come in."*





# Our Solution: Loan Sales Outsourcing with AKSEEDGE

*"From Lead to Loan Disbursement—We Handle It All."*

**End-to-end customer acquisition:** Lead qualification, warm calling, and follow-ups.

**Compliance-first approach:** Scripts, disclosures, and regulatory adherence built-in.

**Omnichannel outreach:** Voice, email, SMS, and digital touchpoints.

**Skilled loan specialists:** Trained in financial product nuances.



# The Impact & Why Partner With Us

"Faster Conversions. Lower CAC. Higher Loan Book Growth."

**30–40% reduction in acquisition costs**

**Up to 3X improvement in lead-to-loan conversion rates**

Scalable operations for seasonal loan campaigns

24/7 availability to match customer schedules

*"Ready to power your loan sales with precision and scale? Let's start the conversation"*



# Our Service Offerings

## Customer Lifecycle Management



### Acquisition

- Lead Generation
- Appointment Scheduling
- Click-2-Call
- Up-sell & Cross-sell



### Retention

- Renewals
- Collections
- Loyalty Management
- Service Recovery & Win-back



### Servicing

- Queries / Enquiries
- Requests
- Complaints
- Order Management



### Transaction Processing

- Application Processing
- Credit Initiation
- Underwriting
- Content Moderation

## Managed Services



### HRO

- Staffing, staff augmentation
- Hiring & Payroll, Benefits & Retirals
- Employee Lifecycle Management
- Helpdesk / Grievances



### Business Intelligence Services

- Reporting Automation
- KPI Monitoring & Alerts
- Performance Dashboards



### Quality Assurance

- Calls/ Transaction evaluation
- Auto call audit
- Cal Summarization





# Our Hiring Capabilities

## Multi-Lingual Offerings



### 40+ INSTITUTES

in India offering Foreign Language courses covering European & Asian languages



### ACTIVE PARTNER NETWORK

to support different languages



### 100-150 voice associates

can be hired per month per site/city



### 300 voice associates

can be hired per month if multi-city



### 400-600 back office / chat / email associates

per month if there are multiple cities in the mix;  
if one city, it is 100-125

# 360° Quality Management Platform

End-to-End Quality Management Suite designed to simplify monitoring, provide deep process and transaction insights, and identify key improvement areas for continuous operational excellence.



Speech to text



Sentiment Analysis



Call Summarization



Advanced Audit Randomizer



Automated QA Scoring





# Images Gallery

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# Thankyou

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