

Streamlining Merchant Account Setup Function for a Global Financial Services Major

Atos Syntel's client is a U.S.-based Fortune 100 global leader in financial services. Its principal products and services include credit payment cards and travel-related services offered to consumers and businesses worldwide to improve their business.

Atos Syntel helped its client integrate the new merchant account setup function to the current merchant acquisition (sales) process in the merchant force platform. The new solution will enable business users to complete the new account setup immediately after the sales process is finalized, and more importantly, within the same merchant force platform.

CHALLENGES

- Lack of integrated functionality of in-house merchant setup application into Salesforce.com application, which would assimilate the merchant account setup function to the current merchant acquisition (sales) process
- No new infrastructure to support the process of setting up batches for signing new merchants through third-party acquisition channels such as strategic alliance partners
- Functions not running consistently under the same platform across international markets

SOLUTION

Atos Syntel was engaged to build a merchant setup application in Salesforce.com to replace the legacy in-house system, which was designed partly in real time. A phase-wise approach was planned to deliver a complete real-time solution that is more responsive to the frequent legacy system changes.

Atos Syntel's team worked with the client's lines of businesses to identify various application components, which needed to be migrated as they were or needed to be recreated in Salesforce. This application is developed to onboard customers in different ways:

- Sales cycle process, which involves customer data to be filled right from leads to opportunities for the onboarding process
- Standalone process, which involves customer data to be filled directly on the onboarding form for the process

Highlights of the solution are as follows:

- Customization to serve the onboarding process of the merchants of banking and financial firms
- App web services used for integrating with legacy systems
- Specific profile configurations used to control access to data that ensures high level of information security
- A unique feature through which users can upload bulk data apart from the online data entry option available
- Onshore-offshore model to acquire required approvals and region-wise knowledge

BUSINESS BENEFITS

\$8M of increased revenue

~50% improvement in the speed of merchant onboarding

25% task force optimization

25% improvement in sales productivity

Delivering Excellence with Atos Syntel's Salesforce Center of Excellence

Atos Syntel's comprehensive PaaS offering includes Salesforce.com and Heroku, enabling you to rapidly adopt public enterprise PaaS platforms. Our solutions help you achieve 40% faster time-to-market and 50% reduction in efforts. Atos Syntel has successfully delivered over 100 Salesforce projects, and we are partnering on many more. Our expertise in Salesforce solutions encompasses Sales Cloud, Service Cloud, ExactTarget Marketing Cloud, Salesforce1 platform, Chatter and Work.com.

