



CASE STUDY

About PC Financial (product known as CashBean)

PC Financial Services Pvt Ltd is one of the fastest growing Company who has Multiple offices across Globe and around 3000+ employees working in their Gurgaon and Noida (Multiple) offices. P C Financial is a Non-Banking Finance Company (NBFC) duly registered with Reserve Bank of India (RBI), engaged in the business of providing loans They are into "Micro Loan" and started their operations in India in Jan 2019 only.

Customer Requirement

The Company Provide "Micro Loans" and their Product "CashBean" is a mobile and web-based platform and a cutting-edge Fintech product, has been developed and designed to make an individual's personal financing needs easier and faster. The Company need to co-ordinate with mass via Telephone system. Customer was looking for Solution of Manual Outbound and Inbound with 100% voice recording` around 400 to 500 agents with soft phone loaded on their PC on each floor. The total Agents working on their multiple offices are 4000+. Customer want to terminate SIP PRI (which can support around 400 channels on one SIP Trunk) and in future want to add GSM-VoIP Gateway. Customer was using different brands mainely on Asterisk platform but want 100% voice recording, which he is not getting on Hardware or Software solution based on Free Asterisk.

Solution Offered

We (Cohesive Technologies) provided Multiple Servers of Yeastar's K2 IPPBX Solution based of Commercial Asterisk to cater their 400 to 500 agents on one Server with 100% voice recording capability (where the other Free Asterisk base solution are not able to go more than 50% of their con-current calls whenever customer do the voice recording of all agents) and works with any standard soft phone which customer want to use on agent's PC.

Yeastar's K2 Series is software base Solution which can run on any HP / IBM / DELL server (as per configuration given by Yeastar). So, it is quite easy for immediate Installation at customer site without waiting for Proprietary SIP Server boxes. Yeastar also provide open API to integrate customer's third party CRM.

Challenges Faced

Competitors like Dinstar, Sangoma and free downloadable Asterisk base solution as customer have limited budget for this solution.

About Cohesive Technologies

Cohesive Technologies is a Global Telecom Solution Provider on VoIP and IP Platform As well a leading Integrator and Solution Provider with the Best Innovative IP Solutions which adds value to Customers through a combination of different high end technologies for a true Converged Solution.

Working with Technology Partners like **CyberData, Grandstream, Epygi, Digium, Milesight, Wi-Tek & Yeastar** helped us delivering state-of-the-art-technology Products to Premise and Cloud based requirements for various companies that span across multiple segments.

Client Profile

Organization:
PC Financial

Location : Gurgaon & Noida.

Industry Segment:
Provide Micro Loans

Key Points

- *Want Solution which not only cater their current requirement of SIP Trunks but also open for integration with third party GSM/CDMA – VoIP Gateways in future.*
- *They want 100% voice recording of each and every call to avoid any dispute with their customer, which he is not getting in his existing Products based on Free Asterisk.*

Competition Faced

"Competitors like Dinstar, Neron and Free Asterisk base Products were in the race"



Product Used

