Transforming Crypto Industry with the NXT.NOW™

Abstract

One of the biggest revolutions brought in by global digitalization and intricate tech-evolution is the era of crypto currencies. Once speculated to be unreliable, unyielding, and unsecured, crypto is now a booming industry with enthusiasts across the globe, growing at an unprecedented rate. However, it is due this alarming expansion, crypto industry is facing some serious challenges. Tech Mahindra has created a solution suite especially for the volatile sector, enabling it to stay compliant while being ahead in the race for CX.

Introduction

Crypto, once expected to be a tech for just the niche, is now as massy as it can get. While too many customers can never be a bad thing, this success has become a pain point for the industry. Most, if not all, participants in the crypto market are struggling to keep this ever-growing customer base happy. However, scaling the support functions is not easy given the fact that the industry is new and still evolving. Adding to this is the absolute need to be compliant to the rapidly changing regulatory guidelines. To sum it up, crypto is succumbing right now to its own dynamism.

Struggle with dynamism – The challenges

1	**Initial Operating Design**	The initial model was designed for moderate growth for a niche and knowledgeable customer base.
2	**Rapid Mass Adoption**	Industry was not geared to meet neither the rapid scale nor the demographic shift in consumer base.
3	**Unpredictability**	The market landscape is highly unpredictable on all fronts – regulatory, market forces and price volatility.
4	**Tech vs. Human in the Loop**	Aggressive growth, fluctuations, speculative nature of product complicate the tech-based support.

Our Solution

Memorable Digital Experiences

Tech Mahindra Business Process Services (TechM BPS) is a global provider of **memorable digital experiences.** We are designing a new area of transformation for enterprises with technology-led front office transformation and platform-led middle and back-office transformation.

A global team of **59k+** people and **20k+** bots	Serving more than **270** clients globally	**10k+** associates and **750+** consultants managing BFS
Unified delivery network of **50+** centres	Presence in **17** countries across the globe	Providing support in **50+** languages

TechM Business Ops Solutions for Crypto Industry

Our multi-vertical expertise caters to 10+ industries with banking and financial services (BFS) as a prime billion-dollar vertical. We have a qualified team of experts within capital markets, wealth, banking, risk, and insurance domain. With a deep understanding of this sector, our experts have created a suite of solutions personalized to the crypto industry.

CX Management / Customer Support

Tech Mahindra is a global CX leader— acing the game with its expert professionals, strategic acquisitions and alliances, digital-first approach, human-centric frameworks, and innovation IPs and platforms. We are focused on moving the CX efforts from reactive to cognitive or predictive.

- CX transformation
- The NXT in next-gen operations
- Digital transformation

Customer Onboarding KYC-AML

Tech Mahindra has been transforming the AML, KYC, and fraud compliance for 30+ BFS clients with workflow orchestration, process improvements, intelligent automation, and analytics as our key transformation themes. We manage end-to-end KYC operations:

Customer onboarding -> perform customer due diligence (CDD) -> perform enhanced CDD -> perform ongoing CDD -> disclose and exit, prevent re–entry

Content Moderation Services

Our wide spectrum content moderation services have crossed ~80Mn+ transactions so far. Our offerings focus on trust and safety, conducting:

User generated objectionable and illegal content moderation | User appeals and complaints review | Fact checking | Ad assurance – Ad safety and placement | Quality assurance / policy making | Brand reputation management | PII information review

Fraud Management

Increased adoption of digital channels has increased the exposure to financial risks multifold through identity theft and compromised credentials. We have a full suite of fraud detection and prevention solution anchored on deep domain understanding, data visualization, and an intuitive AI layer to help organizations move securely alongside managing customer friction.

Business Process Transformation

Leveraging our automation, analysis, and consulting or AAC framework, we imagine, build, and run a business, and journey to total transformation.

- Consulting: 120+ experts providing a customized life-cycle solution
- Automation: End-to-end botification of process to reduce cost and increase accuracy and efficiency
- Analytics: Advanced platforms to extract process and customer data to benefit from a predictive approach

Benefits

- Reduced cost to serve
- Enhanced CX and user-experience (UX)
- Regulatory compliance made easy
- Flexibility, agility to manage dynamism
- Multi-channel support

The NXT.NOW™ Advantage

As speed to innovate takes center stage, it becomes imperative for fintechs to continuously challenge their strategy and operating designs. We understand the dynamics and have been a partner of choice for new-gen enterprises:

- Flexible and nimble suite to manage complete business ops value-chain complementing the neo direct-to-customer (D2C) market
- Reinvent the model itself (BPaaS, in a box models)
- Deliver 3-5X business impact against limiting to 15-20% optimization
- Collaborate (not compete) with wider fintech eco-system to replicate the same agility in existing ops

For more information, please write to us at _____.

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