

## Assisting in "REAL - TIME DECISION(S)"

## MESSAGING FOR STOCK BROCKING SERVICES

### Stock Broking – Adding value through research

In recent times, the role of Stock broking firms has changed from a simple execution of trades to providing an expert advice along with execution. In this case, a broker has to understand the need of the client, his risk assessment, period of holding and returns expectation to provide him a research-based advice.

### Why Mobile Messaging has become crucial in Stock Broking?

Due to the time critical nature of the stock research, there is a felt need of tools which can communicate information in real-time to the customer, so that he can execute the trade, immediately.

Mobile messaging enables the stock broking firms to have 2-way communication with the customers.

### Benefits of Mobile Messaging

- **Reduced overheads on voice calls:** As most of the routine communication would be done through text messaging.
- **Increased staff productivity:** As staff would be spending less time on voice calls answering routine queries.
- **Increase in brokerage revenue:** As the customers receiving relevant information will place more orders.
- **Increased customer loyalty:** As the relay of time critical information would help clients create more wealth.
- **Automation:** As message delivery can be automated and messages can be sent depending on the client profile.

**Mobile messaging has distinct advantages over the phone, as it is instant, can be automated and one need not wait for the phone line to be free.**

### ValueFirst's Killer App

- **Remote Broking** – Stock Research tips can be flashed on a LED at the remotely connected franchise by transmitting the information over the GSM/CDMA network.
- **Localized Services**– The franchisee at their individual locations can send greetings and local messages to their captive clientele.

### Bouquet of mobile messaging services

#### Trading

- End of the day trading positions and portfolio.
- Alerts when position of the investor reaches the margin limit.
- Confirmation of trade requests.
- Every day highs and lows.
- Alerts on an upcoming IPO issue.

#### Research Tips

- Clients can enquire relevant information of the stock.
- Intra-day buy/sell tips to the clients.
- Pre-market trading tips.

#### DP Information

- Send confirmation on DEMAT requests.
- Query last few transactions based on account.
- Send alerts on DEMAT/repurchase requests by the clients.

### How some of our clients have m-powered themselves?

#### Motilal Oswal

- Clients can inquire **(Pull)** information about their balances.
- Send **(Push)** end of the day negative balances to clients.
- PUSH scrip information to all the existing scrip holders.
- PUSH intra-day tips to the clients.

#### Alankit

- PUSH open market tips to the clients.
- PUSH alerts on confirmation of trade to clients.
- Clients can PULL DEMAT and repurchase requests.

#### Anand Rathi

- PUSH intra-day tips to the clients.
- PUSH open market tips to the clients.
- Clients can PULL details of the last few transactions.

#### Bajaj Capital

- PUSH open market tips to the clients.
- Clients can PULL information about their balances.
- PUSH every day lows and highs to the clients.

### ValueFirst's USP

24 \* 7 support  
Least time to market – deployment typically is done in one day  
The most scalable solution in the industry in terms of architecture  
Highly configurable products - processes can be configured on-the-fly  
Redundancy of servers with load balancing, failover mechanism and least cost routing  
Provider of Carrier-Class Value Added Services such as delivery reports and queuing in case of server breakdown  
Redundancy of operators by virtue of being connected to more than a dozen operators and aggregators international

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