

*Together*

Case Study :  
**PAYMENT PROCESS  
OUTSOURCING FOR  
MARKETING VENDORS OF  
INTERNATIONAL BANK**

Date	Concept	Payments
Mar 12	Supermarket	-543
Mar 20	Deposit	+900
Mar 23	Electricity	-333
Apr 15	Restaurant	-56
May 2	Internet	-29
May 10	Coffee	+30
May 15		-84



## **Together Partnered with International Bank**

One of the major International Banking players outsourced us for creating a system in order to handle their marketing vendor activities and their payments according to their cycles pan India.

# Problem

The Bank wanted a solution for reducing its time and consumption of manpower and rightful compliance to handle a sea of marketing vendors who were providing services to their nation wide branches. They required a managed system for handling vendors as well as their payment cycles since small marketing vendors could not bear credits, which could impact whole processing of the activity.

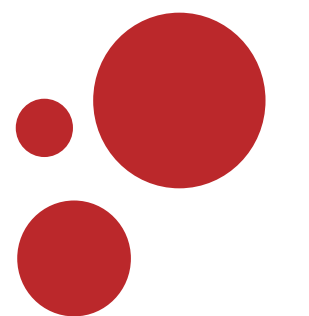


# Solution

We suggested the client for setting up an Eco System with two layers for local and central approvals for marketing vendors. This system was made to support various payment cycles for faster marketing activities.

# Impact

The System made the marketing activities to function smoother. The man hours & the overall costing of the bank were reduced. Banks were satisfied and are continuing with the process for the upcoming activities as well.





**Location:** Pan India

**Service Used:** Event Automation, Outsourcing

**Sector:** Banking

**Topic:** Process Outsourcing, Marketing  
Logistics, Eco System

