

Microfinance Institution Working for Women's Economy  
Empowerment

**Zoho Creator, Zoho Analytics, Zoho CRM &  
Zoho Survey**

**Project Name:** IIFL Samasta Finance Limited

**Project Duration:** 1 Month

**Users:**

**Project Scope:**

Implementation of Zoho's software application for IIFL Samasta Finance Limited was focused on designing a software to manage and automate their business processes and help them achieve better clarity, control and speed in their operations.

## About Customer



IIFL Samasta Finance Limited (Formerly Samasta Microfinance Limited), is a financial institution committed to working towards women's economic empowerment. Since its inception in March 2008, IIFL Samasta has been providing innovative and affordable financial products to women from unbanked sections in society in both rural and semi-urban areas. Today the organisation caters to 17 states across India. IIFL Samasta, with its wide array of responsible financial products and services, acts as a catalyst for sustainable and inclusive economic growth.

## Problem Descriptions

The customer was using manual methods to operate various business processes. They were looking for a software solution that could streamline all of their business processes and provide them with better insights into task and revenue management across multiple departments. The system should help the business to optimize the workflow and make data-driven decisions.

## Solution Approach

Zoho Creator was implemented to create multiple applications for various departments of the organization to manage the tasks and revenue generated effectively. Different modules were designed to govern various aspects of the business. The Admin Module was created to manage all the centres spread across India as well as the creation of a new centre in any state. A Unique identification and de-duplication system was designed to eliminate duplicate records from the datasets to maintain accuracy. A visitor tracking system is created to track all the customers or visitors at the office so that manual intervention will be removed. In order to track and manage customer arrears and provide loan solutions, a Vigilance Management system is designed. It provides a comprehensive analysis of customer repayment data and helps them determine the best loan solution for any product they are looking to purchase. An Employee management system was created to govern all employee-related tasks. Additionally, software solutions were also developed for customer interaction and legal document flow.

## Customer Experience

The shift in technology from manual methods to automation has helped the organization to save

time and resources in managing their business. With multiple iterations of requirement gathering, we have ensured that the product built meets their needs.

## Outcome

With the implementation of various Zoho applications, the client is able to gain better visibility of tasks and revenue across departments and streamline various business processes. The organization is now able to access realtime data and make data-driven decisions.

## Contact Us



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