



CASE STUDY

A LEADING MEDIA ORGANISATION ACCELERATES PAYMENT TRANSACTION TIME



CCS
technologies

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ABOUT CLIENT

India's premier Media and Publisher organization modernizes payment transaction.

BUSINESS CHALLENGE

The organization, a leader in media and publishing, faced challenges with outdated payment systems using static UPI QR codes and manual card swiping. This resulted in prolonged transactions, data entry errors, and unsatisfactory customer experiences. Recognizing the critical need for an automated payment solution, the organization aimed to enhance customer satisfaction, streamline internal processes, and maintain technological advancement, offering a seamless payment experience to establish itself as an industry innovator.

CCS SOLUTION

We developed a comprehensive solution to address challenges, integrating Pine Labs' card, UPI QR payment options, and ICICI's UPI QR and Collect Pay offerings.

Pine Labs' Card and UPI QR Payment Options:

Eliminated manual data entry after transactions.

- Efficient card payments with a simple tap.
- Secure mobile payments via UPI QR codes, reducing transaction times.

ICICI's UPI QR and Collect Pay Options:

- Introduced ICICI's UPI QR codes for seamless payments.
- Streamlined payment collection through Collect Pay, ensuring effortless transactions.

BUSINESS BENEFITS

The adaptable solution yielded numerous benefits:

Elevated customer experience:

- Significantly reduced transaction times.
- Amplified customer satisfaction and loyalty.

Enabled operational excellence:

- Eliminated manual data entry, reducing reconciliation errors.
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- Expedited the payment process, enhancing operational efficiency.

Spearheaded digital transformation:

- Positioned the organization as an industry pioneer.
- Drove digital transformation and innovation.

Offered flexible choices for payment collection:

- ICICI's Collect Pay extended across various payment collection scenarios.
- Ensured streamlined transactions for distant clients.

Expanded payment options:

- Enabled the client to extend payment options for future applications.

KEY TAKEAWAY

The successful implementation of Pine Labs' and ICICI's innovative payment solutions transformed the organization's payment systems. This modernization led to enhanced customer experiences, streamlined operations, especially in payment reconciliations, and established the organization as a pioneer in the industry. The shift towards advanced payment technologies showcased a commitment to digital transformation and innovation, setting the stage for continued success in the evolving landscape of media and publishing.



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