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Apps & Bots drive growth at Tata AMC

Tata Asset Management Company offers a range of investment solutions for financial planning and wealth creation and manages funds across the entire risk-return spectrum. Kashmira Kalwachwala, Head, Investor Services at Tata AMC, is responsible for Mutual Fund, PMS and AIF customer servicing. Shaily Gang joined Tata Asset Management as Head, Products in February 2019. They both map the digital journey of the company.



Kashmira Kalwachwala



Shaily Gang

1 DIGITAL ADOPTION INCREASE

The world is moving towards digital, and it has had an impact on how businesses are conducted. Kashmira underlines: "Digital initiatives like mobile apps, digital platforms, chatbots, etc, have provided a positive business growth and have enabled us to provide superior investor and partner experiences. The speed and ease of transacting through the digital modes has increased adoption of these channels and hence business outcomes through them will keep increasing in times to come."

DATA ANALYTICS, IMPROVED CE

Covid was a game changer in the way Tata AMC's business was conducted. It necessitated the transition towards work from home which was handled seamlessly and has now become the new norm. As an organization Tata AMC ensured that there was zero negative impact on its customers. All systems and processes were efficiently enhanced to make this happen.

The organization is extensively using data analytics to understand customers better and provide them with targeted

solutions to meet their investment requirements. Kashmira elaborates: "Spread of digital has helped provide reach to the interior locations. We also plan to continue to improve our digital offerings towards improved customer experience & partner experience. Extensive support is also provided to our business partners in terms of training and development to enable them to acquire new customers and provide quality service to them."

PLATFORMS' TARGET GROUPS

Tata AMC works with various channels (banking, national distributors, IFAs, digital platforms and direct customers) for distribution of its investment products or inclusion of the same by advisors. Shaily points out: "Select digital platforms have women as their focussed target groups and we have been engaging with them on

explaining various mutual fund categories, overall illustrative portfolios, tax saving financial products. We have also connected with Tata group women employees vide our focused webinars titled 'Wealth Makeover'.

TRANSACTION PORTAL, APP, BOTS

Tata AMC has transaction portals for B2B and B2C. Tata Savings+ app helps investors to invest on the go anytime, anywhere. After creating a profile by validating the user's email address and PAN, the app allows user to use net banking to invest in a number of Tata Funds. Kashmira adds: "We also have a service bot and WhatsApp Bot. Tata Savings+ app has recorded over 50,000 downloads. The app also facilitates digital platforms onboarding enablement. It also allows user to encash, to redeem his/her existing units from these Tata funds."

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