

Intellect OneMARKETS secures 100% rating in a Customer Satisfaction Survey (CSS) by Mutual Fund Utilities of India (MFUI)

Intellect OneMARKETS has been recognised for its ability to surpass customer expectations. MFUI, a client of Intellect, is the Mutual Fund Industry's 'Shared Services' initiative formed by the Asset Management Companies (AMCs) of SEBI registered Mutual Funds under the aegis of Association of Mutual Funds of India.

When it was launched around two years back, it was a new concept in India. Association Of Mutual Funds India's (AMFI) vision was to bring in all parties – investors, banks, transfer agencies, distributors and fund houses, on the same platform. This was easier said than done. Each of these entities had specific laid down processes as well as various non-standard ways of interaction with the other entities. The process of bringing each of these entities on board required a lot of convincing with business, operations and technology teams of these enterprises.

MFU found in Intellect a trusted partner who took on the mantle of hand-holding the technical integration with these parties. All challenges were taken up on war footing, making the process seamless. No Service Level Agreement (SLA) breaches were reported during this entire process. There were countless investor queries and niggling issues which were also to be looked into as soon as it came. This was critical as MFU had to build the trust amongst the investor community. This meant that the Intellect team was always on toes to help MFU counter investor requests, and has been enriching the platform with regular releases of new features, the latest of which are the investment apps for both iOS and Android. The team was proactive in understanding market needs and kept suggesting new features that would be added to the releases.

A 100% CSS is a true testimony to the value we bring to the national infrastructure initiative