

## India's fastest growing fintech unicorn join hands with Simplifai to enhance its operational excellence.

**Pine Labs**, a leading merchant platform, has revolutionized the retail industry with its innovative payment solutions and merchant-focused technology. Established with a vision to simplify payments and empower businesses, the fintech giant stands today at a valuation of nearly **\$3.1 billion**, catering to more than **100,000 merchants** in Asia.

At the core of Pine Labs' success is its commitment to providing seamless and secure transaction experiences and to stay true to their commitment, Pine Labs has trusted Simplifai AI Automation Platform.

### Managing a diverse customer base with rising volume of emails was becoming a concern

Pine labs has a gigantic and diverse customer base that includes third-party merchants, partners, end-customers, and even SMB and enterprise businesses. Whenever a transaction is carried out, a case is formed, followed by one or multiple tickets for each case.

The fintech company receives at least 1 million of these tickets created from their customer base on a monthly basis. Resolving the tickets needs high work capacity to deal with activities like data gathering and data entering before they are assigned to the concerned team for further processing.

Many of these activities were carried out manually, which was time-consuming and costly. Peak seasons were the worst as they brought in a heavy inflow of cases –

the numbers sometimes reaching more than 100,000 during those months. This made it difficult for a burdened team to close cases within a defined turnaround time. Soon enough, work began to pileup thus creating a need for extra capacity despite a strong customer service team.



# Simplifai AI Automation Platform has taken charge of multiple processes within Pine Labs

Pine Labs has multiple processes of which Simplifai AI Automation Platform is automating two of them, Plutus and MasterApp using the email processing module.

Using our automation platform, Pine Labs is processing 100% of incoming emails. This includes **30000 emails per month** in the email automation process (non-voice) and an additional **15000 emails per month** in their MasterApp process. Out of these, the end-to-end automation which involves taking actions such as replying to an email with an accurate response includes **52% for 13 email** channels including Plutus which may go upto **80% in near future** with use of document processing module and expansion of the current project scope. For MasterApp is goes to as **high as 93%**.

Apart from email automation, we are also exploring some more uses cases such as sentiment analysis, merchant onboarding, and MPR & transaction related processes. Of these, sentiment analysis is already in the process.



# The Fintech Giant is reaping significant benefits from Simplifai AI Automation Platform



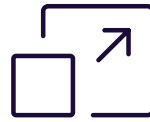
Automating work equivalent to 20 full time employees



Slashed the turnaround time from 6 mins to 2 mins per email



Saving 160 hours/day in customer support related services



Minimized manual errors, enhanced accuracy, and efficiency



100% processing rate for daily incoming email



Boosted business opportunities and ROI.

## Pine Labs and Simplifai Forge a Path to AI-Driven Excellence

The strategic collaboration between Pine Labs and Simplifai marks a significant milestone in the fintech sector, highlighting the increasing reliance on AI and automation to enhance operational efficiency. Looking ahead, this deal is poised to pave the way for more advanced integrations and innovative solutions, potentially revolutionizing how financial transactions and customer interactions are managed. As Pine Labs continues to grow and evolve, its alliance with Simplifai stands as a cornerstone in its mission to redefine the fintech landscape.



For more insights on how AI can transform your business, contact Simplifai at:

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