

RELIANCE Securities Ltd.

Anil Dhirubhai Ambani Group

Reliance Securities Limited is a subsidiary of Reliance Capital Limited, a constituent of the S&P CNX Nifty and MSCI India and a part of the Anil Dhirubhai Ambani Group of companies. Reliance Securities operates under the Reliance Money brand and delivers securities trading and brokerage services to more than 3.5 million customers in India through a huge country wide network. Reliance Money was recognized as the Best Equity House for 2009 by Dun & Brandstreet and also rated as the numero uno by Star-com Worldwide for online security and cost effectiveness. The pedigree of the brand and its lineage leaves nothing to be done to create customer confidence in its business.

Services & Solutions Delivered

CallConfine

Our complete suite of voice logging software applications customized with WebSync and Dashboard features to centrally record the transcripts of all telephonic interactions with customers and to continuously monitor the system performance and usage.

Value Creation By Nexus

- 1 The successful implementation of the CallConfine application along with Web Sync feature allows Reliance Money to store all records of their telephonic customer interactions at a central repository irrespective of the location of the customer.
- 2 The huge collection of customer specific information enables the company to deliver accurate trading services information to their clients and also understand market feedback with respect to its services.
- 3 The dashboard feature allows the company to effectively manage the performance of the application and ensure maximum system uptime.

Key Client Information

Reliance Securities Limited

Head Office	Mumbai
Industry	BFSI
Vertical:	Securities Broking
Website	www.reliancemoney.com
Coverage	Pan India
Business Location	Mumbai
Technical Support	Remote & Onsite