

ValueFirst Stock Broking Services

Assistance in real-time decision(s)

Stock Broking – Adding value through research

In recent times, the role of Stock broking firms has changed from a simple execution of trades to providing an expert advice along with execution. In this case, a broker has to understand the need of the client, his risk assessment, period of holding and returns expectation to provide him a research-based advice.

Why Mobile Messaging becomes crucial in Stock Broking?

Due to the time critical nature of the stock research, there is a felt need of tools which can communicate information in real-time to the customer, so that he can execute the trade, immediately.

Mobile messaging enables the stock broking firms to have 2-way communication with the customers.

Benefits of Mobile Messaging

- **Reduced overheads on voice calls:** As most of the routine communication would be done through text messaging.
- **Increased staff productivity:** As staff would be spending less time on voice calls answering routine queries.
- **Increase in brokerage revenue:** As the customers receiving relevant information will place more orders
- **Increased customer loyalty:** As the relay of time critical information would help clients create more wealth
- **Automation:** As message delivery can be automated and messages can be sent depending on the client profile

Mobile messaging has distinct advantages over the phone, as it is instant, can be automated and one need not wait for the phone line to be free.

ValueFirst's Killer App

- **Remote Broking** – Stock Research tips can be flashed on a LED at the remotely connected franchise by transmitting the information over the GSM/CDMA network
- **Localized Services**– The franchises at their individual locations can send greetings and local messages to their captive clientele

ValueFirst's USP

- Provider of Carrier-Class Value Added Services such as delivery reports and queuing in case of server breakdown
- Redundancy of operators by virtue of being connected to more than a dozen operators and aggregators internationally
- Redundancy of servers with load balancing, failover mechanism and least cost routing
- Highly configurable products - processes can be configured on-the-fly
- Least time to market – deployment typically is done in one day
- The most scalable solution in the industry in terms of architecture
- 24 * 7 support

Bouquet of mobile messaging services

Trading

- End of the day trading positions and portfolio
- Alerts when position of the investor reaches the margin limit
- Confirmation of trade requests
- Every day highs and lows
- Alerts on an upcoming IPO issue

Research Tips

- Clients can enquire relevant information of the stock
- Intra-day buy/sell tips to the clients
- Pre-market trading tips

DP Information

- Send confirmation on DEMAT requests
- Query last few transactions based on account
- Send alerts on DEMAT/repurchase requests by the clients

How some of our clients have m-powered themselves?

Motilal Oswal

- Clients can PULL information about their balances
- Push the end of day negative balances to clients
- PUSH scrip information to all the existing scrip holders
- PUSH intra-day tips to the clients

Alankit

- PUSH open market tips to the clients
- PUSH alerts on confirmation of trade to clients
- Clients can PULL DEMAT and repurchase requests

Anand Rathi

- PUSH intra-day tips to the clients
- PUSH open market tips to the clients
- Clients can PULL details of the last few transactions

Bajaj Capital

- PUSH open market tips to the clients
- Clients can PULL information about their balances
- PUSH every day lows and highs to the clients

For further information please visit:
www.vfirst.com
or write to us at info@vfirst.com