

CASE STUDY

Maxi Forex redefines banking processes with Kissflow

“We kept looking for a solution and found it difficult to find one that fit our need, until we found **Kissflow**” - **Maxi Forex**

About the Company

Maxi Forex is an international online forex trading company that provides customers with modern services to trade in the world market. The company has a sophisticated dealing centre and collaborates with several financial media. It has specialists in financial risk management and professional traders with extensive experience in foreign exchange markets.

Overview

- Maxi Forex handles hundreds of clients daily, and each client has a lot of interactions.
- Communication is essential to their organization, with numerous transactions occurring every hour.
- Maxi Forex had a structured flow for each process, but they carried it out using paper.



Financial Services

Industry Type



Mid-size

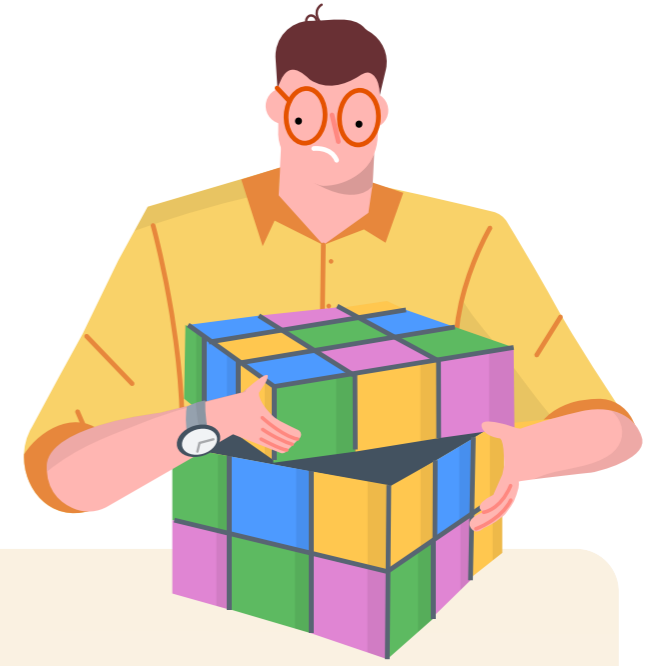
No. of Employees



14

No. of Apps Created

The Challenge - Perpetual Paper Processing



- 1 The well-known problems of paper processing pushed Maxi Forex to its limits.
- 2 Employees travelled between desks, exchanging paper documents and ensuring the processes and requests were approved on time.
- 3 There was an added risk of losing data and delays in processes as they were maintained in paper.
- 4 Tracking internal transactions was a huge challenge. Visibility of cases were restricted to those working on that particular case.

How Maxi Forex benefited from Kissflow

- 🔖 With Kissflow they created workflows along the lines of their needs with ease.
- 🔖 Processes don't fall through cracks any longer, and data doesn't get compromised.
- 🔖 Tracking the status of tasks is simple, and they have a clear view of each process and the reasons behind any delay.

