

Customer service and consumer protection

Proven methods to help serve customers in a safe and secure manner



The challenge

Emerging risks and increasing instances of fraud in the financial services sector have made it critical to address concerns around consumer protection. These concerns include grievance resolution and the design and delivery of products and services, among others.

The opportunity

Organizations have been increasingly pushing to adopt a customer-centric approach. They continue to emphasize the adoption and development of consumer protection guidelines and frameworks to enhance the use of products and services.

MSC offers



Vast, proven experience in the field of risk management and consumer protection across different geographies



Knowledge of best practices in customer service from 100+ financial services providers like banks, MNOs, Agent Network Managers, MFIs, and cooperatives



Design thinking principles to accentuate customer focus while developing customer protection guidelines and frameworks

Clients and partners



and many more...

Our impact



Increased customer trust and satisfaction with the products and services offered



Enhanced mechanisms to resolve grievances for customers



Improved business viability due to increased customer traction and use of services



Development of customer-centric frameworks and organizational policies

Customers of more than

40 service providers

benefit from customer protection structures designed by MSC

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