

Case Study – Sharekhan

About Sharekhan

Sharekhan, one of India's leading brokerage houses, is the retail arm of SSKI. With over 510 share shops in 170 cities, and India's premier online trading portal www.sharekhan.com, our customers enjoy multi-channel access to the stock markets.

Sharekhan offers you trade execution facility on the BSE and NSE, for both cash and derivatives market, commodity trading facility on the MCX and NCDEX, automated IVRS-based trading facility from your telephone, depository services and most importantly, investment advice tempered by 80 years' of research and broking experience.

About Event

The event titled 'Empower' is an attempt made by Sharekhan to offer financial education to their clients. They offer their analysis on the stock market – its ups and downs, which shares to hold or to sell. In short they serve as a common man's guide into the sensdex providing financial tips depending on the present market scenario and their perspective on what it holds for tomorrow.

This detailed analysis and financial education is possible and made available to all by using the technology of Live Webcasting with PPT and Chat Interactivity.

Why the use of Live Webcast with PPT and Chat Interactivity

In order to reach out to their client or prospective clients, Sharekhan carried out a cost benefit equation of the various options versus the time of delivery and came to the solution that the collaboration of Chat Interactivity along with Webcasting that offers all that is required that too at a fractional cost, without having to spend on infrastructure or have any major set up and is instantaneous too.

The other option available with Sharekhan would have been calling up each of their retailer's branch office and repeating the same information which would be time consuming as well as manpower intensive.

Hence Live Interactive Webcast along with PPT was the best option available to Sharekhan. Prior to the Webcast (a day or two) mass mailers are sent to the prospective viewers mentioning the time at which all would come together for viewing the Webcast and getting their doubts clear by posting in their queries.

Methodology

1. 5-6 speakers give presentations on variable topics of financial interest through the use of PPT.
2. The presentations are streamed live using the Webcast technology, enabling interactivity so that the geographically distanced viewers could post in their queries on the presentation as well and after the live session the edited version of the same is enabled on the website thereby enabling the viewers who would have missed out on the live proceedings to benefit from the process through a Video on Demand of the proceedings
3. Given the criticality of the situation and the effort that has been put in there has to be enough redundancy or contingency plan for ensuring a smooth flow of the event and so that there no glitches.
Prior to the event atleast two rounds of testing (internet connectivity) is essential if there is sufficient time at hand, if not one test would suffice.
4. 2 Encoders for the purpose of encoding are used – 1 main and the other as back up. The content is then streamed through the internet connectivity. In Sharekhan the Connectivity available is from two different service providers namely Tata and Reliance. The bandwidth available is 1 mbps and 512 kbps respectively.
5. A separate login page is created. The viewer has to fill up all the fields in login page like user name, location, section email ID.
6. After entering all the information accurately, user will be redirected to the "user.htm" where user can ask questions.
7. The viewers would then post their question/ queries/ comments in the feedback/chat window provided
8. The webcast team along with client team members would take a look at the questions and the ones which were unique and relevant questions would be passed on to the concerned presenters, the presenter would thus address the questions
9. As many questions as possible within the given time frame are answered. The remaining questions are posted on their website along with answers for the same.

Conclusion

Hence, for a client like Sharekhan wanting to create awareness about the current market scenario to its clients, brokers, retailers etc, the combination of the technology of Webcasting along with Chat Integration proved to be cost effective, time saving and at the same time eliminating the monotony of repetitive