



standard
chartered



Case study: PickMe

Unique API solution proved pivotal for growth of Sri Lanka's super-app PickMe

In the highly competitive world of super-apps, PickMe was looking to enhance its payment and collection capabilities. With this, it aimed to improve the app experience for its customers and thousands of drivers across Sri Lanka. Standard Chartered's unique API connectivity solution was the answer, and a first for PickMe in Sri Lanka.

Results



Drivers have **24/7 access** to funds.



No need for drivers to setup and maintain new accounts.



Peace of mind for drivers, with **secure and instant payments** by PickMe.



Increased efficiency in the driver onboarding process, which enhances the experience for drivers while **saving time and resources** for PickMe.



Instant, 24/7 collections with real-time alerts provide PickMe with complete visibility of payment transactions. This further enables **fast and automated reconciliation**.



Increased driver enrollment because of overall efficiency improvements, which helped boost sales.



By **pioneering this technology** in Sri Lanka, a new standard of capabilities has been established for organisations looking to streamline their cash management processes.

Background

PickMe is an app developed by Digital Mobility Solutions Lanka (Pvt) Ltd, which specialises in the provision of mobility solutions.

The app facilitates a real-time connection between consumers and various service providers in Sri Lanka, to provide transport and other forms of conveniences. It enables mutual engagement for the receipt and delivery of services – predominantly taxis and food.

Objectives

PickMe's market position could be enhanced through strengthening its payments and collections solution.

To achieve this, it could provide better availability of instant credit and varied payment settlement options beyond fund transfer to one of two local banks in Sri Lanka - the latter requiring drivers to maintain accounts with designated local banks instead of their choice bank.

On the payment collections front, the billing of a vast corporate client base was on a credit line basis with manual, paper-based receipts. It could improve the inefficient collections and manual reconciliation process, which was causing delays in the release of credit line sales to corporates.



Solution and implementation

In its initial discussions with PickMe, Standard Chartered's Transaction Banking Global Implementation team identified an API-based solution that would be best suited to help resolve PickMe's challenges and meet its objectives.

The challenge, however, was that API connectivity was unavailable in Sri Lanka at that point. The Bank's Implementation team took the lead and collaborated with product, technology, and other relevant teams to create the solution. In subsequently adopting the API solution, PickMe became a trailblazer in its industry as the first to utilise this new technology with instant payments and collections.

“For our team at Digital Mobility Solutions Lanka Limited, working with Standard Chartered has been a very insightful experience. This implementation of API Connectivity is one that has certainly helped us improve the app and thus, improve the overall customer experience. As always, our work has been focused on upgrading the efficiency, reliability, and safety of our services with the help of technology, standards, order, and convenience. This collaboration with Standard Chartered has allowed us to do just that and we are glad that this implementation has been recognised by a prestigious organisation for an award.”

Jiffry Zulfer

Founder and CEO of PickMe

“We are committed to delivering more than just award-winning solutions; this includes partnerships rooted in understanding your needs, executing with precision, and providing unwavering support at every step of your journey.”

Arlene Gan

Global Head, Global Implementation, Transaction Banking, Standard Chartered

Disclaimer

This material has been prepared by one or more members of SC Group, where “SC Group” refers to Standard Chartered Bank and each of its holding companies, subsidiaries, related corporations, affiliates, representative and branch offices in any jurisdiction, and their respective directors, officers, employees and/or any persons connected with them. Standard Chartered Bank is authorised by the United Kingdom’s Prudential Regulation Authority and regulated by the United Kingdom’s Financial Conduct Authority and Prudential Regulation Authority.

This material has been produced for reference and information purposes only, is not independent research material, and does not constitute an invitation, recommendation or offer to subscribe for or purchase any of the products or services mentioned or to enter into any transaction.

Some of the information herein may have been obtained from public sources and while SC Group believes such information to be reliable, SC Group has not independently verified the information. Information contained herein is subject to change at any time without notice. Any opinions or views of third parties expressed in this material are those of the third parties identified, and not of SC Group. While all reasonable care has been taken in preparing this material, SC Group makes no representation or warranty as to its accuracy or completeness, and no responsibility or liability is accepted for any errors of fact, omission or for any opinion expressed herein. The members of SC Group may not have the necessary licenses to provide services or offer products in all countries, and/or such provision of services or offer of products may be subject to the regulatory requirements of each jurisdiction.

This material has not been prepared with regard to the specific objectives, situation or particular needs of any particular person, and is not meant to be comprehensive. SC Group does not provide any information technology, accounting, legal, regulatory, tax or investment advice and this material should not be relied on as such. Any comments on information technology, accounting, legal, regulatory, tax or investment matters contained in this material should not be relied on or used as a basis to ascertain the various results or implications arising from the matters contained herein, and you need to exercise your own independent judgment (with the advice of your information technology, accounting, legal, regulatory, tax, investment and other professional advisers as necessary) with respect to the risks and consequences of any matter contained herein. Please note that there have been reports of email phishing targeting bank customers. Please do NOT click on the links in any unusual or suspicious emails, or provide any sensitive personal details, login credentials, PINs, OTPs. We would never ask you to reveal sensitive personal information or passwords, or validate your account over emails, SMSes, or phone calls. If you receive any suspicious emails, SMSes, or phone calls, please call us immediately. Please note that as the recipient, it is your responsibility to check the email for malicious software. SC Group expressly disclaims any liability and responsibility whether arising in tort or contract or otherwise for any damage or losses you may suffer from your use of any fraudulent hyperlinks or use of / reliance on the information contained herein.

You may wish to refer to the incorporation details of Standard Chartered PLC, Standard Chartered Bank and their subsidiaries by visiting the contact us page of our website and viewing our locations.

This material is not for distribution to any person to which, or any jurisdiction in which, its distribution would be prohibited. If you have received this email by mistake, please inform us by email and then delete the message. A translated version in your local language will be made available upon request. Please reach out to your relationship manager to obtain a copy.

© Copyright 2024 Standard Chartered Bank. All rights reserved. All copyrights subsisting and arising out of these materials belong to Standard Chartered Bank and may not be reproduced, distributed, amended, modified, adapted, transmitted in any form, or translated in any way without the prior written consent of Standard Chartered Bank.