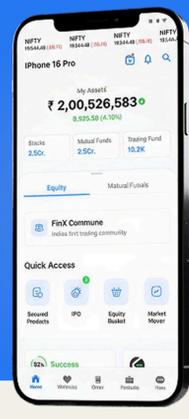


Choice Broking Achieves a 50% Uplift in KYC Conversions by Bridging the Digital-Physical Divide



19%
Uplift in Conversion Rate

22-30%
Increase in Engagement

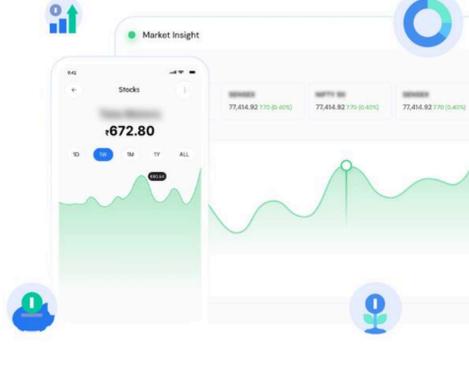
25%
Improvement in Open Rates

Choice

Choice Broking

ABOUT CHOICE INTERNATIONAL LTD.

Choice Broking is a prominent diversified financial services provider in India. Through its flagship platform, ChoiceFinx, the brand offers a comprehensive suite of services, including stockbroking, mutual fund distribution, and wealth management. It has a strong presence across B2C, B2B, and B2G verticals, catering to a vast audience concentrated in Tier 2 cities and beyond. With a user base consisting of 60% investors and 40% traders, Choice Broking is dedicated to professionalizing wealth management through technology-driven advisory and seamless DIY execution.



Strategic Opportunities for Digital Optimization

As Choice Broking successfully scaled its digital footprint, the team identified key areas to further refine its engagement model and enhance operational efficiency. They recognized three strategic pillars to support their next phase of growth:

Strategic Resource Alignment: By transitioning from maintaining complex in-house utilities and manual KYC processes to specialized engagement technology, Choice aimed to focus technical resources on core financial innovation.

Harnessing Real-Time Insights: To improve the onboarding experience, the team sought immediate visibility into user actions to deliver relevant, high-intent communication at the precise moment of need.

Optimizing High-Touch Advisory: Choice evolved its traditional model into a signal-based approach, ensuring Relationship Managers (RMs) intervene strategically when digital insights indicate a need for specialized assistance.



As we transitioned our complete ecosystem toward a digital-first, DIY model for the newer generation, we realized that building internal utilities for complex engagement wasn't our core business—managing finance was. MoEngage has provided the parallel digital intelligence we needed to bridge the gap between our digital application and our physical branches, ensuring our communication is as professional and timely as our advisory services.



Ankit Jain
Chief Product Officer



The ability to connect our digital context with our Relationship Managers in real-time has been a game-changer. By providing our RMs with visibility into what users are doing digitally, we've optimized costs and improved our handholding process. We now invoke our physical presence only when it's truly needed, making our entire operation more efficient and customer-centric.

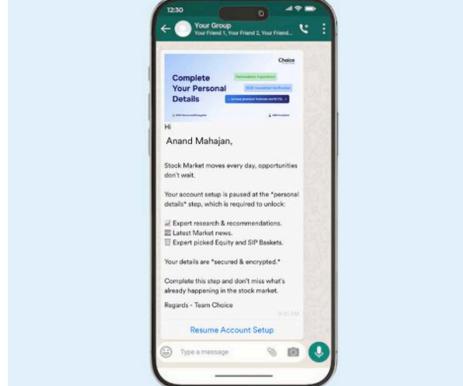


Swapnali Jadhav
CTO

Hybrid Engagement: Merging Digital and Physical Touchpoints

Choice Broking partnered with MoEngage to serve as the sophisticated communication and intelligence layer of their digital ecosystem. The implementation followed a strategic arc designed to harmonize their digital and physical strengths.

Name	Type	Custom segment	Created at	Last open status	File processed at	Response at	Action
MF Account_905	CR (Default)	MF Account_905	15-Jan-2026, 06:42 pm	@ Successful	51	6/6	
MIS_Achha_Judha_904	CR (Default)	MIS_Achha_Judha_904	15-Jan-2026, 02:07 pm	@ Successful	51	27/26, 07/26	
Chang_CJ_Jadava_909	CR (Default)	Chang_CJ_Jadava_909	15-Jan-2026, 03:08 pm	@ Successful	51	4/6, 4/6	
MF_Account_906	CR (Default)	MF_Account_906	15-Jan-2026, 05:07 pm	@ Successful	51	4/6	
AK_Jadava_Prad_908	CR (Default)	AK_Jadava_Prad_908	15-Jan-2026, 03:07 pm	@ Successful	51	5/5, 5/5	
MF_Account_908	CR (Default)	MF_Account_908	15-Jan-2026, 04:04 pm	@ Successful	51	5/5, 5/5	
MF_Account_907	CR (Default)	MF_Account_907	15-Jan-2026, 04:04 pm	@ Successful	51	6/6	



Phase 1: Creating a Real-Time Event Framework

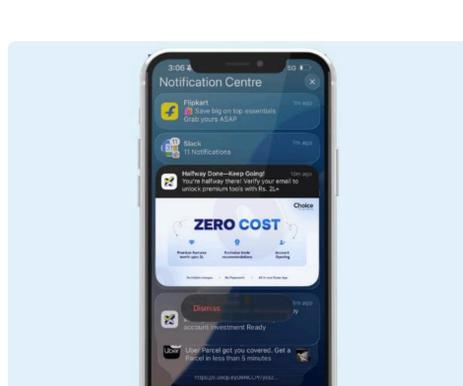
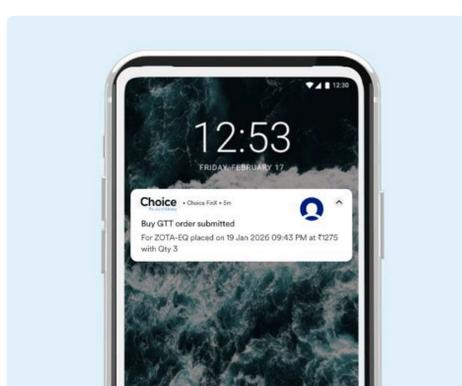
The first step was moving away from static, batch-based communication to a Real-Time Event Framework. Choice integrated its platform to analyze critical user milestones—from onboarding stages to specific investment product views. This allowed the brand to move beyond generic broadcasts and start responding to user behavior as it happened, specifically focusing on the 40% of their audience that requires high-frequency trading updates and the 60% looking for steady investment guidance.

Phase 2: Bridging the Digital-Physical Divide

One of the most innovative aspects of the Choice strategy is the use of Webhooks to empower Relationship Managers. When a user enters the pre-onboarding stage but does not convert within a specific window, MoEngage automatically triggers a notification to the physical RM.

Contextual Visibility: The RM receives specific information regarding the client's location and the exact digital communications they have already received.

Optimized Handholding: This allows the physical team to step in with the right context, significantly improving conversion rates while ensuring manual outreach is used only when digital nudges reach their limit.

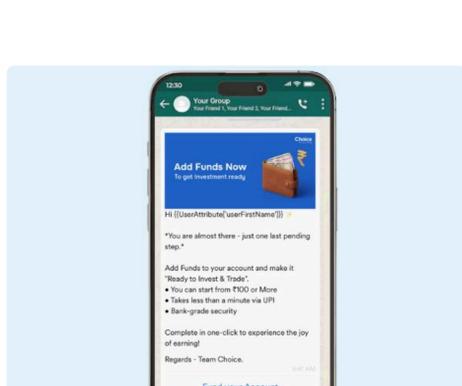


Phase 3: Personalized Investment Journeys

Choice used Automated Flows to deliver tailored experiences based on the types of products a user interacts with—whether it's SIPs, GTT (Good Till Triggered) orders, or specific mutual funds.

Product-Specific Personalization: Users are segmented based on their "basket" behavior; if a user views a specific investment product, the subsequent digital journey is automatically tailored to that asset class.

Dynamic Information Delivery: Choice now delivers personalized daily earnings data and compliance updates through a mix of high-impact channels, including WhatsApp, ensuring investors receive professional-grade information in a modern, accessible format.



Phase 4: Integrating AI and Omnichannel Logic

To ensure a seamless 360-degree experience, Choice integrated its In-house AI calling solution with the MoEngage journey. When a user expresses interest via an AI-driven call, a signal is sent to MoEngage to trigger product-specific digital collateral immediately. This ensures that the conversation started on a call is instantly supported by rich, digital information on the user's preferred channel (Email, WhatsApp, or In-App).

Products Used

- Customer Journey Orchestration**
Create unique, seamless experiences at every stage of your customer's journey.
- Omnichannel Flows**
Create connected experiences at every stage of customer journey across channels using Omnichannel Flows.
- Segmentation**
Personalize experiences by creating nuanced segments based on behavior and action.
- Website Personalization**
Engage and convert visitors with personalized website experiences according to preferences, affinities, and behavior.

MoEngage Impact

The strategic shift to a MoEngage-powered engagement model has allowed Choice International to successfully scale its digital DIY vision while maintaining its reputation for personalized service:

- 19% Conversion Rate:** Automated multi-channel KYC flows achieved a 50% uplift compared to non-automated groups, shifting the burden away from manual call centers.
- 22-30% Delta in Engagement:** Targeting users based on specific behavioral events resulted in a significant uplift in conversion goals compared to general cohort targeting.
- 25% Open Rates and 7% CTR:** High-performing re-activation and recommendation campaigns drive consistent user interest, which is then fed back to RMs for final conversion.
- Service on Demand:** Choice has shifted from a "manual-by-default" approach to an "automated-first" model, invoking expensive physical services only when strategically necessary.
- Personalized Information at Scale:** Successful deployment of high-engagement channels like WhatsApp and RCS for critical earnings and compliance updates.

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by 1,350+ global consumer brands, including Amazon, Airtel, PNB, The Coca-Cola Company, IndusInd Bank, Titan, Tanishq, Samsung, Tata Capital, Flipkart, Domino's, The Indian Express, Nestle, YOJO, Akasa Air, NDTV and more.

Built for enterprises, MoEngage operates at a vast scale, processing 1 Trillion+ Data points per month, sending 80 Billion+ Messages and 1 Billion+ Emails per month, and engaging 900 Million+ MAUs per month. By increasing campaign velocity, reducing the time to go live, and eliminating redundancy while maintaining data security and privacy, MoEngage helps enterprises become more agile, efficient, future-ready, and independent.

To learn more, visit www.moengage.com.