

Cracking the Code to Digital Transformation for Large Banks!

(Psst.... It's not as tough as you think)

Real Problems Solved by Financial Brands that Bank on MoEngage



Unify | Analyze | Personalize | Automate | Engage | Convert

Your Customer Wants a Loan From Your Bank



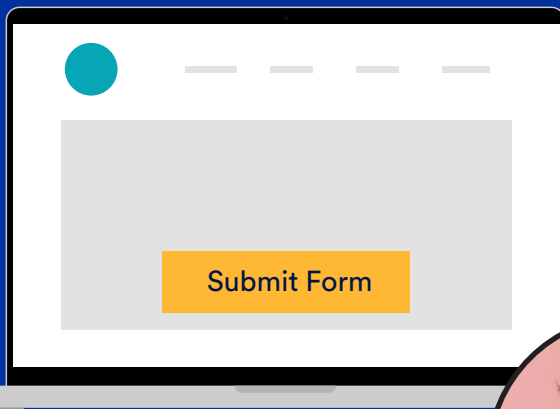
Meet
Ana,
your bank's customer who is
interested in home loans 🙌

She comes across
your home loan ad
on Instagram

Looking for a home loan?
We have great offers just for you!



Confused by the
complex form, she fills
only a few details and
hits 'Submit'



This is her 1st drop-off point.

Few days later

Ana passes by your bank's
branch and tries to complete
the process in-person.

But no one there knows Ana
has already shared a few
details.



Frustrated, Ana fills the form all over again.



Meet
Dave,

he's the marketing manager at
your bank.



Thinking Ana hasn't completed the loan application process, he proceeds to send her an expensive ad as a reminder.

Forgot about your new home?

Finish filling the form to move forward.



Apply Now



However, Dave doesn't know that Ana has already completed the loan application process. This is because your bank's online and offline data isn't in sync.

Ana is irritated seeing the ad as it is not relevant to her anymore.



Now imagine millions of customers like Ana!

Irrelevant Experiences
+ Useless Ad Spends
+ Low Conversions
= Data Silos

How Do You Fix This Experience?

**ANA****DAVE**

In the presence of an insights-led engagement platform, Ana's drop-off point would be recorded.

If she didn't fill the form, your bank could send her notification reminders.

Triggered by the exact drop-off point, Dave could automate an email, educating Ana about the loan application process, making her experience seamless.

Let's say she still doesn't fill it out due to unknown reasons and ends up visiting your branch.

This is how an insights-led Customer Engagement Platform (CEP) can help. You can easily:



Find out the applicant's last action with the bank (both offline and online)



Reduce drop-offs across each stage of the journey through relevant experiences



Negate additional ad spend that lead to no conversions



Upsell relevant offerings to the applicant based on their need/preferences

The Need for a CEP

Are you getting tired of :

- Having to gather your data from multiple sources?
- Waiting for data to be enriched delayed by other teams?
- Waiting days for a report of your campaign?
- The lack of mobile AND web capabilities of your existing solution?
- The lack of access to real-time analytics, segmentation, personalized communication, and omnichannel data?

Don't Break the Bank on outdated legacy tools.

You **NEED** an AI-powered real-time engagement platform.

You NEED MoEngage. 

1/7th

of the world's population engaged every month

3.2Bn

messages sent every day around the globe

2.2Bn

customer journeys orchestrated every month

Join 1200+ Brands
Start Banking on MoEngage

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