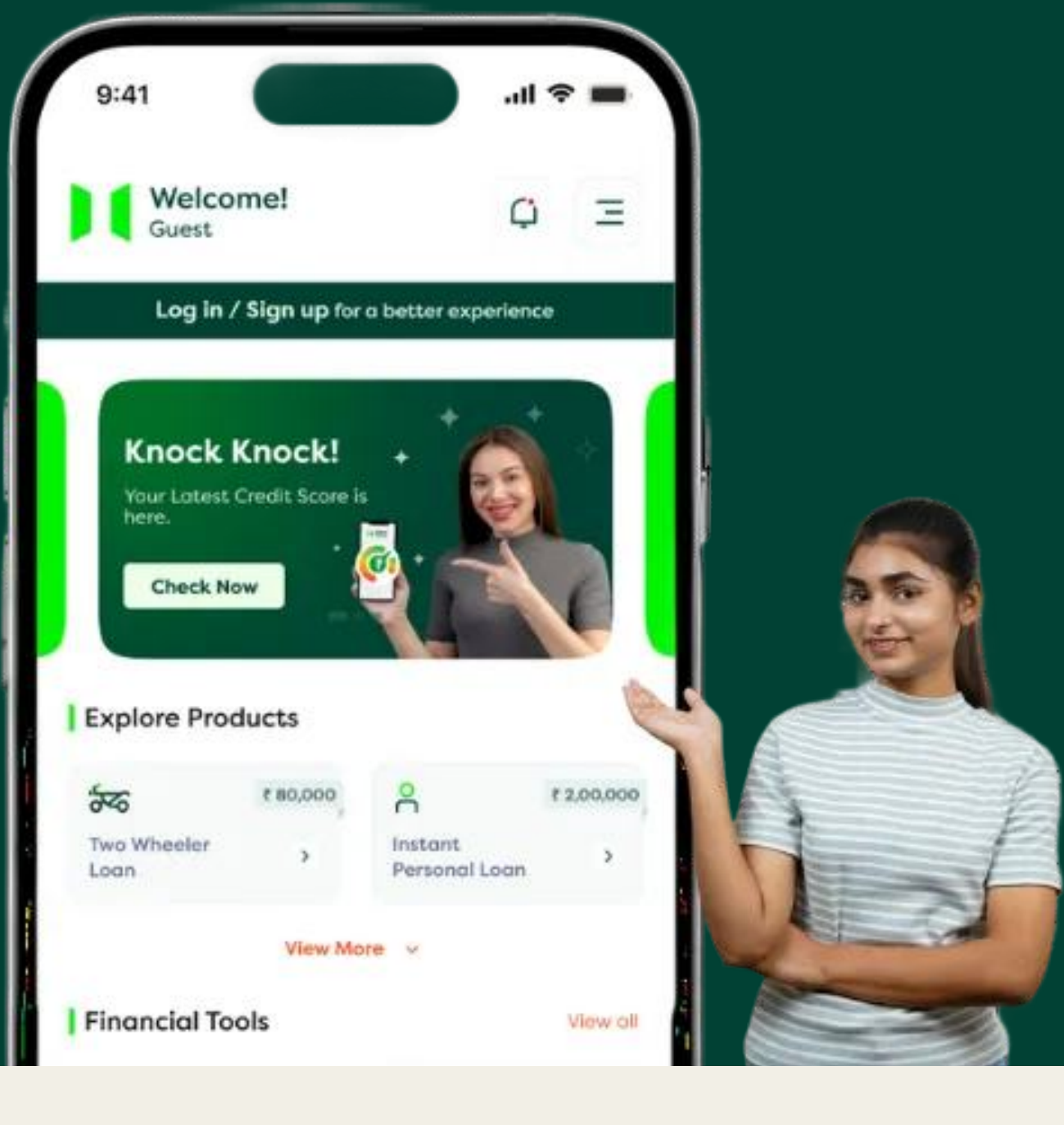


How Hero FinCorp (HIPL) Boosted ABND Recovery by 22% and Modernized Customer Journeys with MoEngage



32%
Contribution to overall monthly disburseals

22%
Uplift in ABND recovery via voucher and retargeting campaigns

30%
Improvement in CTR in Tier 2 cities



ABOUT HERO FINCORP

Hero FinCorp is one of India's leading Non-Banking Financial Companies (NBFCs), committed to delivering efficient, accessible, and customer-centric financial solutions. With a pan-India presence across over 4,200 touchpoints in more than 2,000 locations, we serve as a trusted financial partner to individuals, entrepreneurs, and enterprises nationwide.

Our scale, reach, and technology-driven efficiency make finance more inclusive and accessible to millions. Guided by innovation and a mission to empower financial progress, Hero FinCorp continues to expand its product offerings and geographic footprint, enabling diverse customer segments to achieve their goals with confidence.

For more information, please visit: <https://www.herofincorp.com/>



Business Challenge

Hero Fincorp aimed to build contextual, always-on engagement and retention systems that drive measurable business impact across funnel stages. A key priority was reducing drop-offs—especially among abandoned users—while improving conversions from install to onboard and from onboard to disbursal. They also sought to enable full-stack campaign automation across channels and increase reactivations through more intelligent ABND and PDM interventions.

A major challenge was the significant data fragmentation and high degree of data fragmentation across critical funnel stages, which impacted attribution accuracy, user journey continuity, and the ability to orchestrate consistent experiences. The inconsistencies across touchpoints made it difficult to deliver timely and contextual nudges, which limited funnel visibility and suppressed conversion potential. Hero FinCorp required a unified, reliable, and real-time data and engagement layer to address this gap and enable end-to-end automation.



For an enterprise of our scale, digitally transforming customer experiences is critical. Finance Made Easy is not just a motto but a commitment to seamless journeys. With MoEngage, we've been able to automate onboarding, deliver contextual nudges, and personalize engagement — directly contributing to a consistent 30%+ share of monthly disburseals.



Rajib Sen
Digital Head, Hero FinCorp



As one of India's fastest-growing NBFCs, agility is everything. With MoEngage, our campaign turnaround time has dropped from days to just hours. This agility has enabled faster nudges, improved funnel recovery by 20%+, and positively impacted both disburseals and collections.

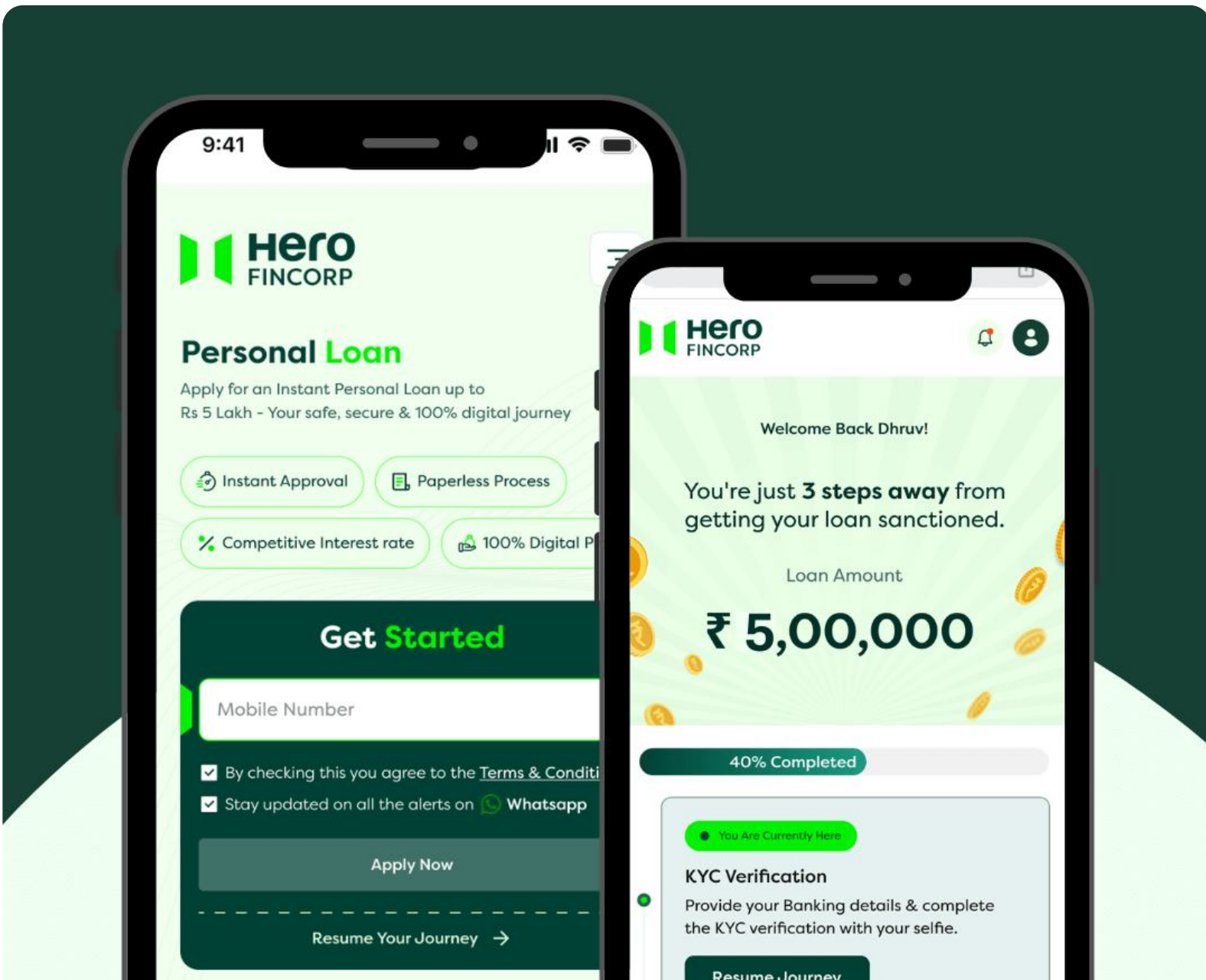
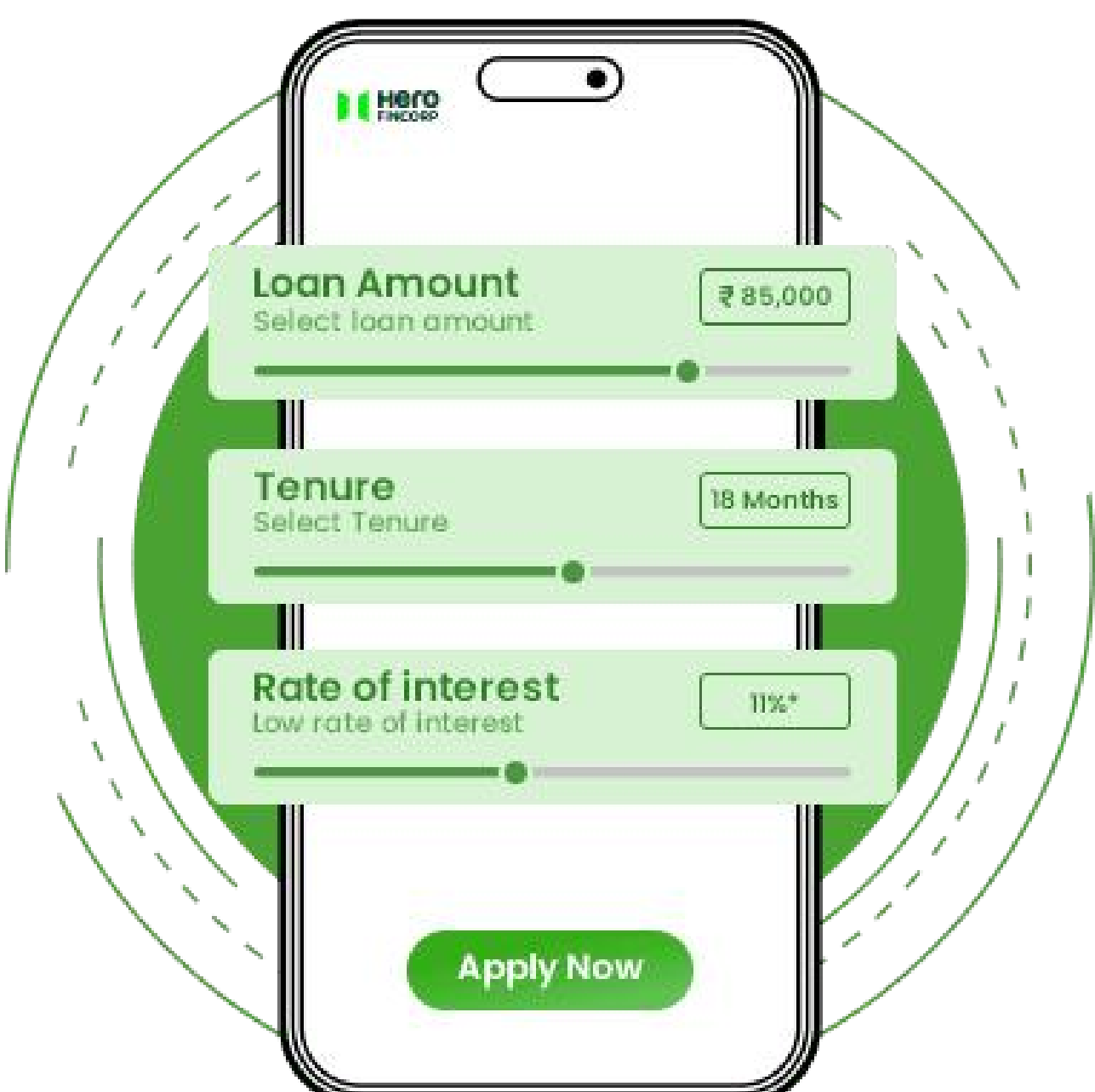


Rajib Sen
Digital Head, Hero FinCorp

MoEngage Solution

Hero FinCorp adopted MoEngage's Customer Data and Engagement Platform (CDEP) as the unified intelligence layer to power its omnichannel engagement strategy. The platform enabled full-funnel automation, demand generation, and digital collections, ensuring a single source of truth for customer actions and behavioral signals.

With MoEngage, Hero FinCorp was able to orchestrate consistent and contextual experiences across Push Notifications, Cards, In-App Messages, OSM, RCS, SMS, WhatsApp, Email, and Web Push—backed by deep integrations with Salesforce CRM, Fundamento, and call center systems for two-way data exchange.



- AI-Led Personalization & Funnel Engagement:** AI-powered segmentation, smart triggers, and dynamic journey logic helped deliver precise nudges across the Install → Onboard → Disbursal funnel—especially uplifting ABND recovery.
- Unified and Automated Omnichannel Activation:** MoEngage served as the centralized decisioning engine, ensuring message consistency across all touchpoints, regardless of channel entry or behavioral path.
- Abandoned and PDM Recovery Engine:** Tailored self-cure and follow-up journeys mapped across MoEngage, Fundamento, and Call Center workflows enabled continuous coverage and improved reactivations.
- Predictive and Personalized Experiences:** Using MoEngage's Sherpa AI engine, Hero FinCorp optimized message send times, channel selection, and response personalization—using attributes such as loan amount, decile score, stage lag, location, and disbursal date.
- Unified Customer View with Accurate Attribution:** A consolidated event framework reduced data leakage, aligned backend and AppsFlyer events, and improved journey visibility, ensuring every stage was measurable and attributable.

Products Used

- Custom Segments**
Create easy-to-use cohorts based on behavioral, funnel, and RFM analysis.
- Customer Journey Orchestration**
Create unique, seamless experiences at every stage of your customer's journey.
- Merlin AI**
Optimize campaigns and drive high ROI with Merlin AI.
- MoEngage Analytics**
Create omnichannel, personalized experiences using AI-powered analytics.
- Segmentation**
Personalize experiences by creating nuanced segments based on behavior and action.

The Result

The collaboration with MoEngage has enabled Hero Fincorp to achieve significant business outcomes:

- ✓ Approximately 32% of the overall monthly disbursements were Martech-driven, consistently contributing nearly one-third of the total volume.
- ✓ 22% uplift in ABND (Approved But Not Disbursed) recovery through predictive nudges, vouchers, and retargeting.
- ✓ Voucher-led campaigns delivered high ROI, converting stalled cases at minimal cost while optimizing incentive strategy.
- ✓ Predictive funnel drop analytics segmented customers by high/medium/low risk in real time, ensuring targeted interventions.
- ✓ GenAI-powered creatives and real-time personalization dynamically tailor messages by funnel stage, enhancing relevance and CTR by 3–10% across each stage.
- ✓ Incentive laddering ensured efficiency: outcome-linked rewards (KYC → E-Sign → Disbursal) optimized spends with no cost escalation.
- ✓ Regional and vernacular campaigns drove a 30%+ higher CTR in Tier 2+ markets, expanding funnel engagement beyond metropolitan areas.
- ✓ Early delinquency nudges improved collection efficiency, reducing roll rates and strengthening portfolio health.
- ✓ Campaign turnaround time reduced by up to 80%, enabling go-live within just 2 hours.

About MoEngage

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