

# HOW BLUEPI HELPED A RETAIL BANK CREATE BEST-IN-CLASS MOBILE EXPERIENCE, DRIVEN BY RICH INSIGHTS

## Company

Bank



## Location

India



## Segment

Banking



## Solutions

App Modernization

## Business Problem

In a bid to be regarded as a new-age brand, one of the reputed banks in India, undertook a brand-building exercise with Responsive Innovation as its central theme. Their journey toward digital transformation, pivoted around a new, functionally efficient, intelligent and best-in-class mobile experience. To get all the right insights, reporting and analytics capability had to be built right into the mobile application, capturing the following data:

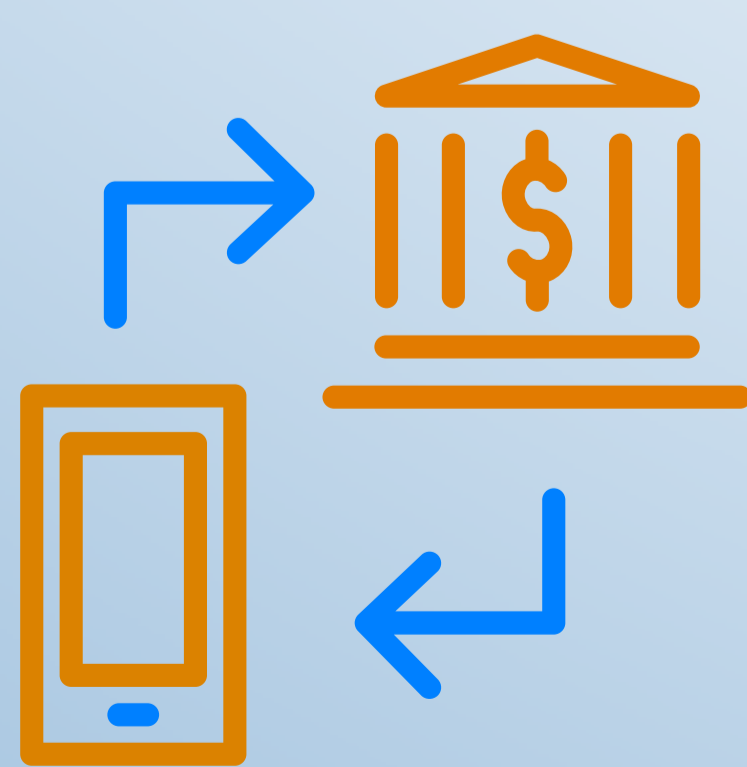
- Basic customer details based on Mobile number as the unique identifier, including Customer ID, Account number, E-mail ID, branch code, branch name, etc.
- Mode of registration - via debit card or via credit card?
- Authentication pattern – swipe or PIN?
- Preferred mode for transferring money to an existing beneficiary: NEFT or IMPS?
- A detailed funnel report along with an ability to track drop-offs and identify customers who have selected a beneficiary but haven't reached transaction confirmation page, for example

## BluePi's Solution

BluePi implemented an end-to-end digital solution, starting with building a robust, feature-rich mobile application powered by actionable insights. We also ensured building the optimum back-end infrastructure that would leverage the power of Cloud and Big Data.

In a nutshell, here's what BluePi did:

- Custom Events from Mobile App were sent to Mobile Analytics backend using SDK/API







- The data for events were exported from Mobile Analytics into S3 buckets and then finally imported to AWS RedShift using automated process AWS Redshift is a durable, scalable and fully managed, petabyte-scale data warehouse service that enables easy data warehousing
- Custom queries were created to provide reports
- Custom Dashboard/ Console was developed to view analytic reports for User sessions, User engagement and Custom events

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## Value Added

- Helped create a personalized user experience powered by rich insights
- Identified key trends & behavioural patterns based on app usage
- Increased user retention
- Identified & rectified bottlenecks in the user journey

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