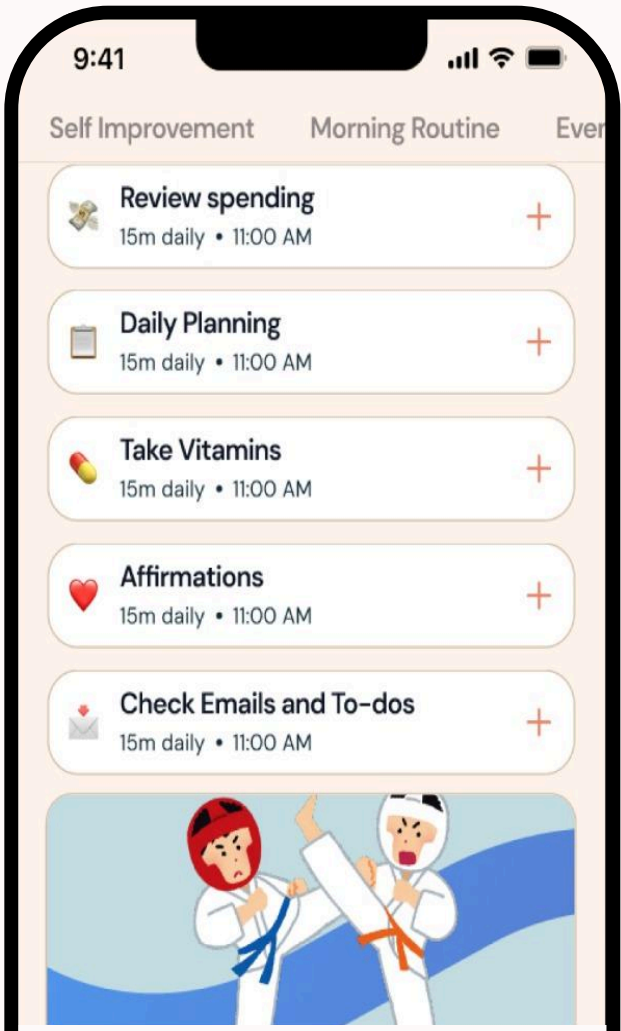


Fhynix Strengthens Its Customer Lifecycle Engine with 37% Higher Onboarding Success via CleverTap


Fhynix is an intelligent scheduling and productivity AI assistant committed to ensuring that users get to spend time on what matters most to them. Fhynix uses AI and WhatsApp to make each user plan their personal and professional schedules effortlessly. Just type “Gym every day at 7 AM” or “Client project due at 3 PM,” and Fhynix will handle the rest. As a data-driven technology platform focused on personalization, Fhynix wanted a powerful customer engagement platform to strengthen user relationships and deliver better experiences. After careful evaluation, the company decided to go with CleverTap for its comprehensive analytics and engagement capabilities.




Impact



What Fhynix Faced Before Adopting CleverTap


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Manual, Time-Consuming Processes: The team relied heavily on backend SQL database queries executed by engineers to understand feature adoption. This delayed crucial insights to shape engagement strategy.
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Lack of Real-Time Analytics: Without robust analytics infrastructure, the company couldn't track user behaviour on the fly. This meant the company had little or no visibility into user friction points such as drop-offs. It also limited the ability to measure broader metrics like brand recall.

Fhynix's CleverTap Solution

With CleverTap serving as their in-house CDP (Customer Data Platform) for 2.5 years, Fhynix taps into valuable insights on the go to build strong user connections. Here’s how:


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Strategic Segmentation & Targeted Engagement: Understanding user behavior patterns is crucial for productivity apps. Fhynix now successfully does this by creating dynamic segments based on user activity:

- Users who install the app but do not complete onboarding receive targeted re-engagement nudges.
- Dormant users who haven't launched the app in 30 days get personalized reactivation messages.
- Low-engagement users who created only 2 events or reminders per month receive feature discovery communication.



The win: Dramatic improvement in onboarding completion rates and sustained user activity.


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Smart Channel Orchestration: Fhynix uses CleverTap's capabilities to deliver each communication on the channel most suitable for its purpose:

- In-app messages introduce new features contextually.
- Push notifications have proved effective - whether alerting users to new trends or reminding them to add ‘to-dos’ to their calendar for habit formation. Push campaigns allowing users to learn from each other's productivity habits have garnered considerable engagement. For instance, if "no phone after 10 pm" becomes popular, Fhynix creates push campaigns around it, so all users can benefit.
- Journey-based campaigns target users who installed but didn't complete event creation.
- App Inbox ensures important messages are preserved for users to reference later.



The win: Reduced user drop-offs and improved feature discovery across the user lifecycle.

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Proactive Error Resolution & User Support: As a productivity tool, Fhynix prioritizes reliability. To ensure this, it uses CleverTap's error logging capabilities innovatively:

- For example, when external calendar integrations disconnect, the team uses CleverTap to automatically update user properties and log the error. They then trigger targeted push notifications asking users to reconnect their calendars, ensuring they don't miss critical reminders.
- Fhynix has also integrated Sentry logs with CleverTap, providing even greater visibility.



The win: Enhanced user experience and reduced technical friction.

What’s Next?

Fhynix is looking to expand its CleverTap use by exploring additional engagement channels and implementing A/B testing capabilities to optimize communication. The company plans to leverage liquid tags for advanced personalization and further strengthen CleverTap's role as their central CDP.

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CleverTap is a great tool for brands to understand their users and send timely messages through the right platform to improve brand loyalty, retention, and monetization. The ease of use and breadth of features enable use cases that drive tangible value. The team can track user feedback to build MVPs and stay aligned with uniform metrics and KPIs that drive the business forward.”

Almitra Karnik
Founder and CEO, Fhynix



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Integrating CleverTap into our existing stack was remarkably straightforward. Their powerful product analytics gave us unparalleled visibility into feature adoption, turning raw data into clear pathways for product improvement. This has significantly accelerated our ability to deliver impactful user experiences.”

Rajkiran Kommera
Engineering, Fhynix

