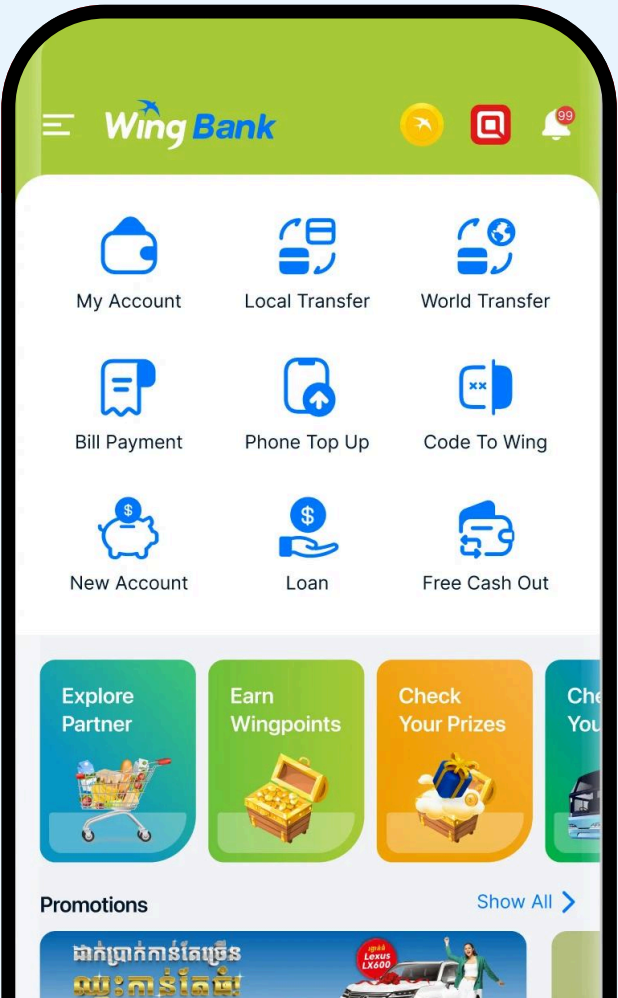


# Wing Bank Drives 2x Engagement and Achieves a 25% Retention Rate With CleverTap’s All-In-One Engagement Platform

Wing Bank, a leading financial institution in Cambodia, provides a full range of digital banking and payment solutions to millions of users. With a strong focus on financial inclusion, it offers mobile banking, remittances, and micro-loan services. Wing Bank leveraged CleverTap’s advanced analytics and automation to improve user engagement and product adoption through personalized communication and deeper behavioral insights. This collaboration resulted in higher user retention, increased loan adoption, and optimized customer journeys.



## Challenges

Wing Bank wanted a robust engagement solution that could automate personalized customer communications, provide deeper insights, and enhance product adoption. The team was looking for a solution to tackle these challenges and elevate their customer engagement practice.

- ❗ **Absence of re-targeting mechanisms:** A targeted data-driven approach was essential to bring back inactive customers and keep them engaged.
- ❗ **Inefficient method to engage users:** Manually sending communications and managing user interactions across multiple segments was time-consuming.
- ❗ **Lack of in-depth customer insights:** There was a need to track conversion trends and refine engagement strategies for better product adoption.

## Approach

To address these challenges, Wing Bank leveraged CleverTap’s advanced analytics and orchestration capabilities, implementing the following strategies:

- ✅ **Automated Journeys:** The team used rich user data and scalable segmentation, like RFM, to create targeted journeys. These journeys helped simplify communication with various customer types, introducing new products and onboarding, which ultimately boosted adoption and conversions.
- ✅ **Scalable Personalization:** Wing Bank used Linked Content to deliver personalized messages. These messages were based on user profiles and eligibility, such as loan size and payment day, boosting loan disbursement and repayment rates - key levers for the bank to grow the lending business
- ✅ **Razorsharp Analytics:** The team used analytics functionalities like Funnels and Flows to analyze user behavior. They gained insights into the customer experience at various stages on their platform to identify the best moments to engage users.

## Impact

2x

Improvement in Engagement and Click Rates

6%

Daily Stickiness

25%

Retention Rate

20%

Weekly Conversion Rate

“  
In the cluttered digital space, users decide within seconds whether or not to engage with the content. Personalization, coupled with smart segmentation executed at scale on CleverTap, allows us to capture their attention during that crucial window, establishing deep consumer connect and saving time in running such campaigns.”

**Avinash Bannerjee**  
Customer Value Management Director

