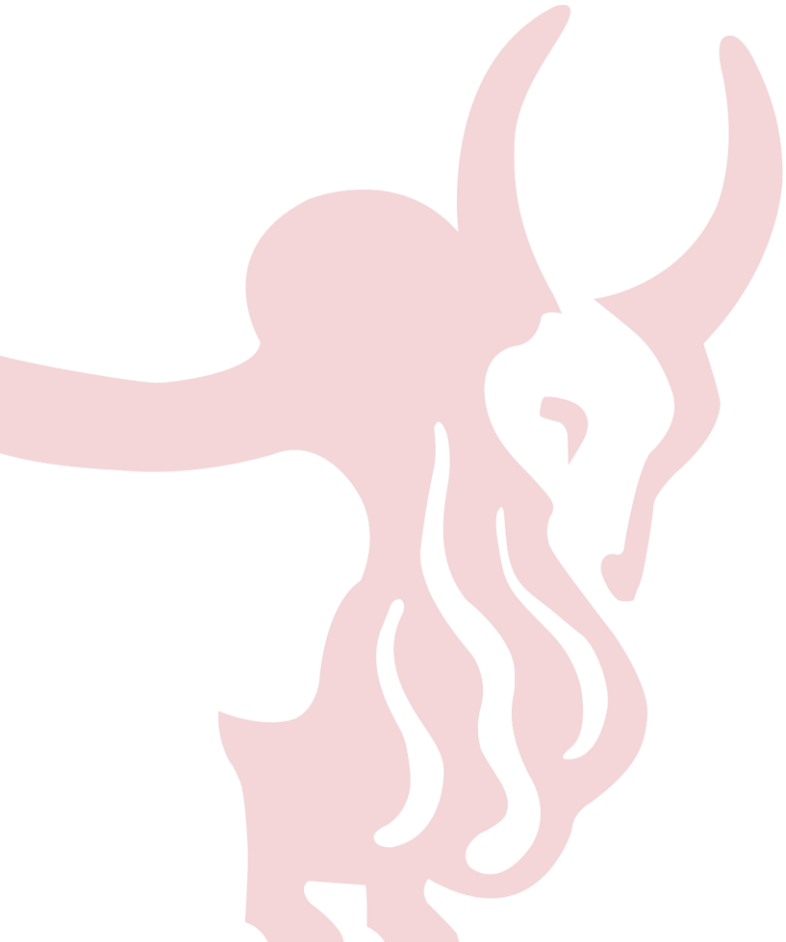




450% Higher Mobile Banking
Adoption With User Centric
Experience Engineering

About IndusInd



- ▶ Established in 1994, IndusInd Bank Limited is a Mumbai based private bank
- ▶ USD 21.7 Billion assets under management
- ▶ 1,004 branches across 625 locations

Challenges

1

Existing mobile banking app with limited features and an App Store rating of only 3.2

2

Low mobile banking adoption rate among customers

3

Out-of-box mobile banking product which lacked user experience and scope for customization

Solution

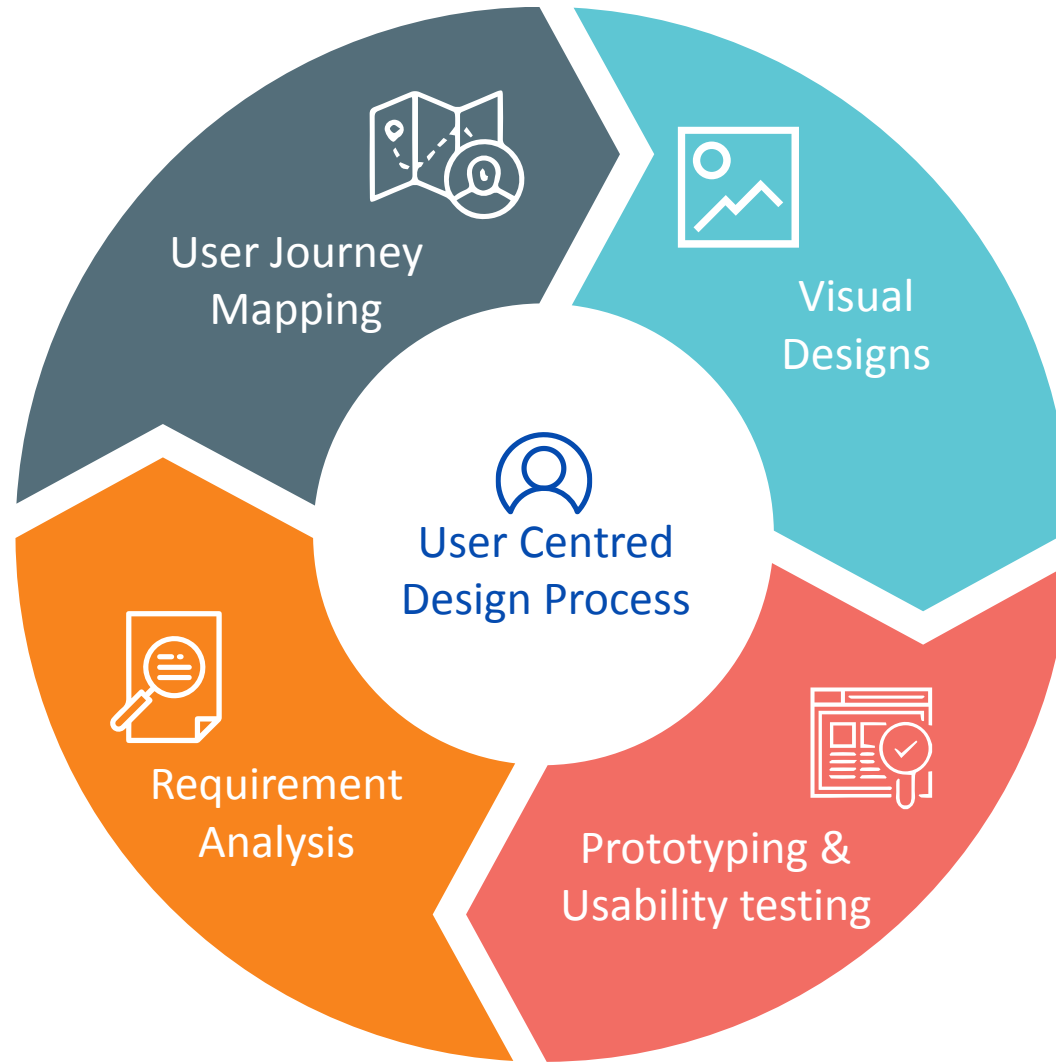
Being a thought leader in revolutionizing and digitizing products for financial institutions for more than a decade, Market Simplified “Experience Engineered” cutting-edge User Experience Design based on Design Lead Engineering principle.



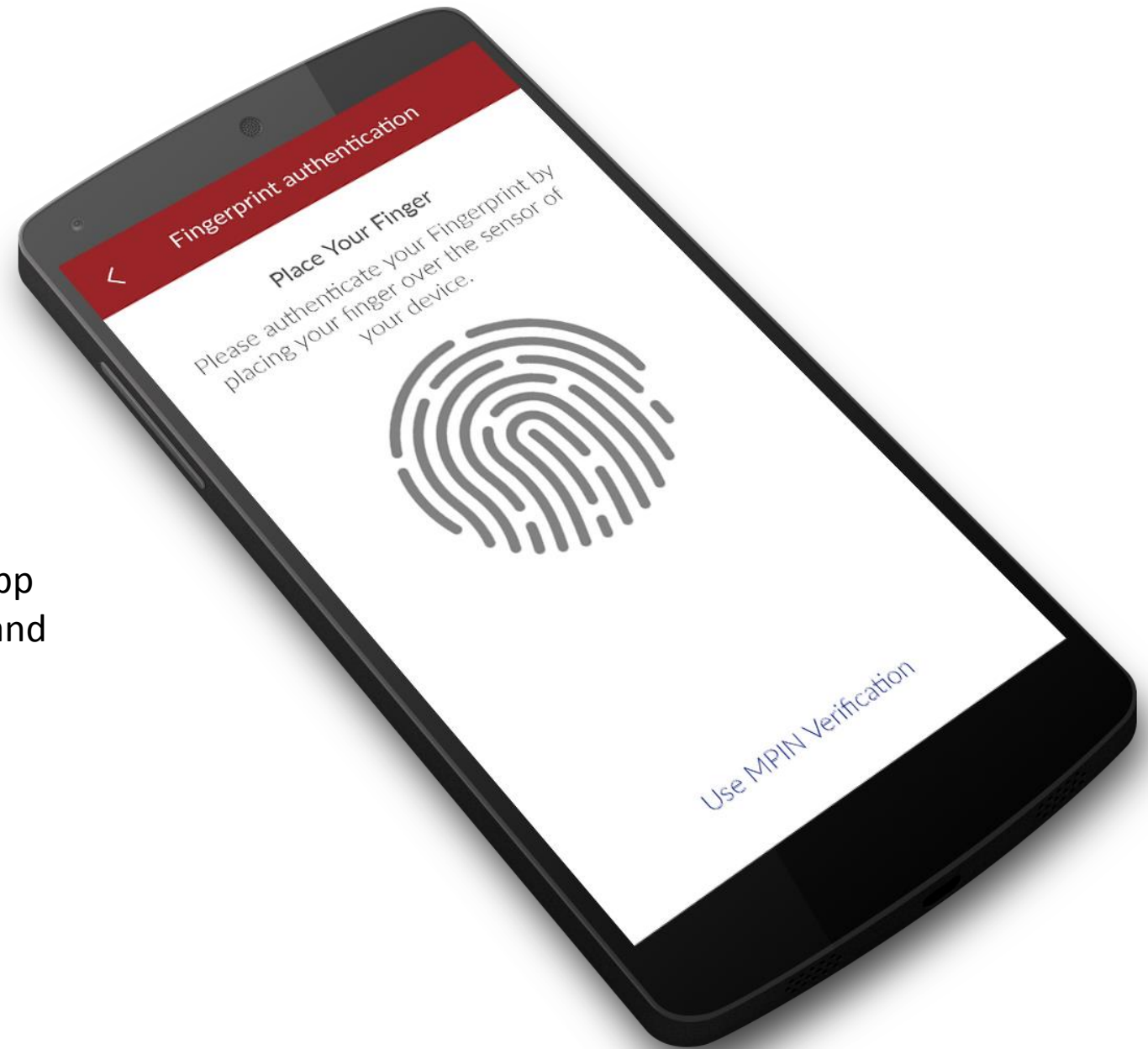
The following are the pillars upon which the UX is built:

- ▶ Users
- ▶ Business Requirements
- ▶ Content
- ▶ Channel

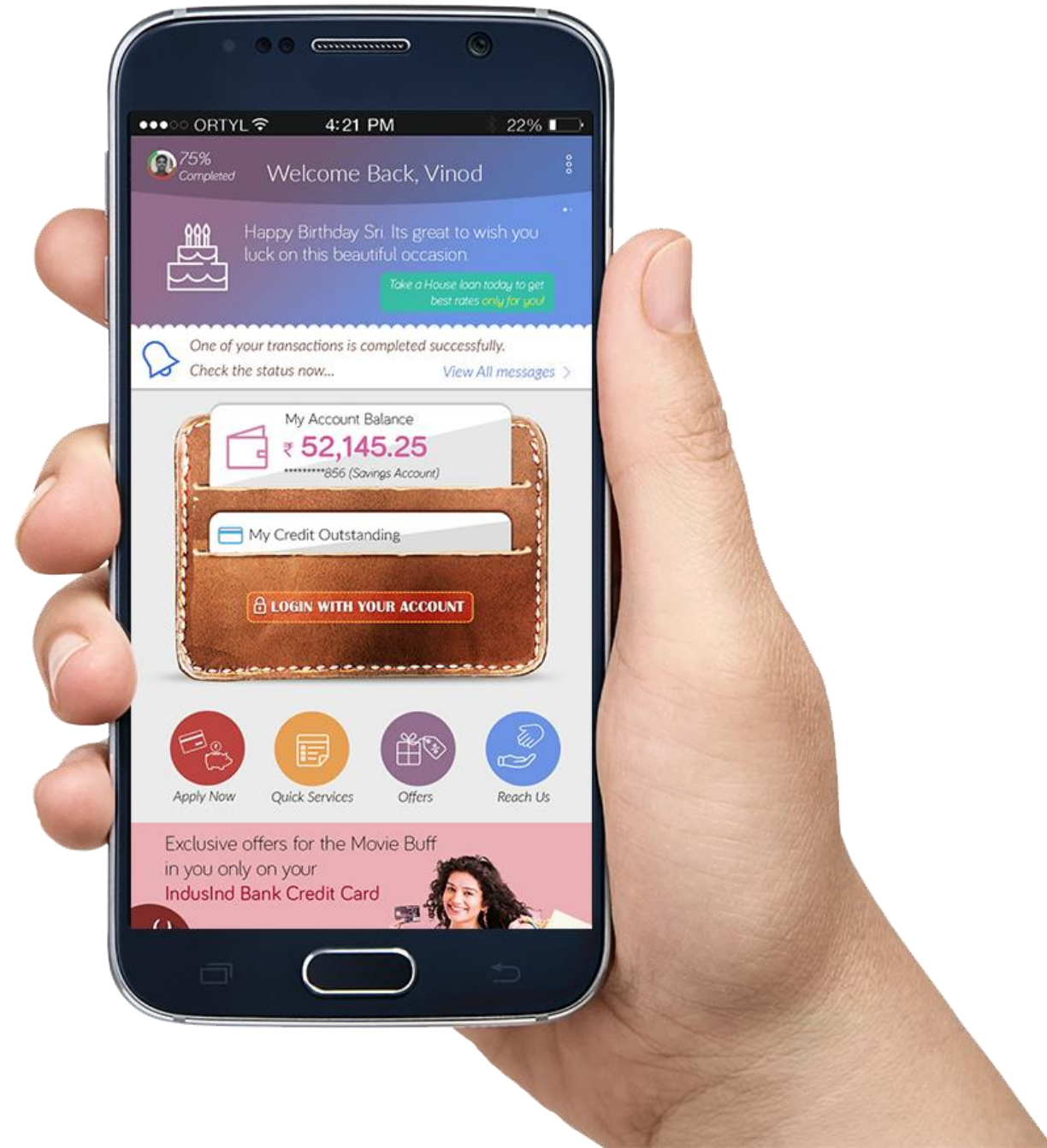
Solution

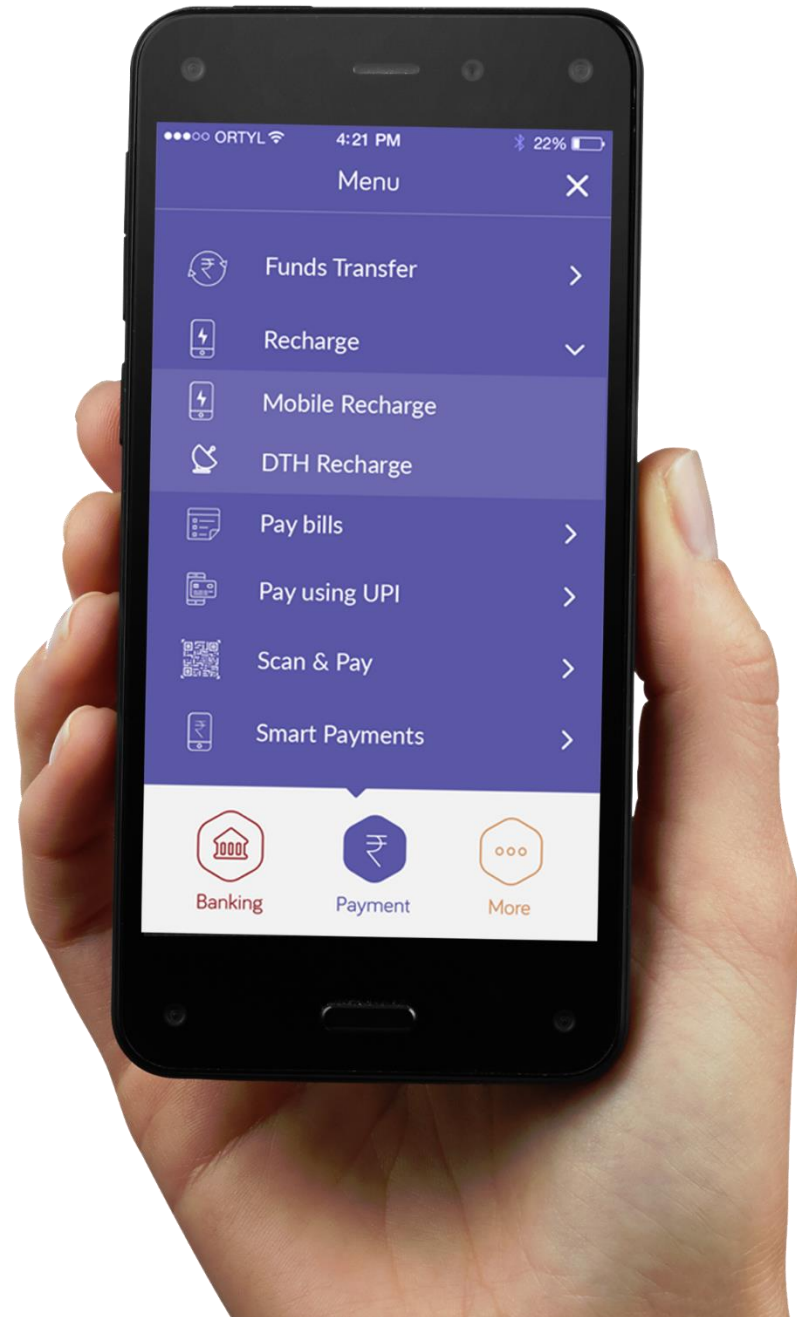


Futuristic login to help you get into your app quickly and enjoy uncompromised safety and convenience



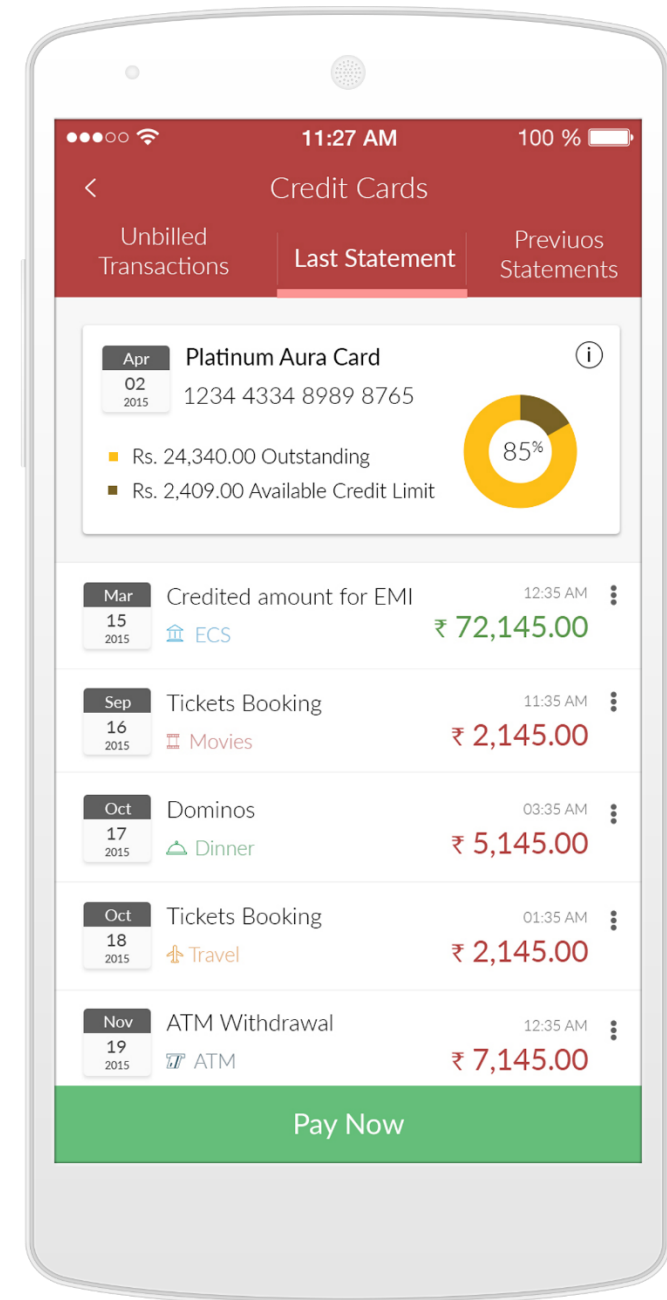
Perform multiple operations on a single well organized and **clutter free screen**





Seamless navigation that lets you move from one screen to another with a user friendly menu


Reduce your cognitive burden with clear screens
and easy navigation between tabs



Gain **Clarity over density** and set your bills on Autopay
and never miss a due date

<

Set Autopay




Home Electricity

Reliance Energy

Due by 17 Mar 2015

Pay from



Indus Comfort Regular

₹ 52,145.25

188777654856 (Savings Account)


i

Autopay Max Limit


₹

1,500


From




01-01-2016




To




01-01-2016



Frequency

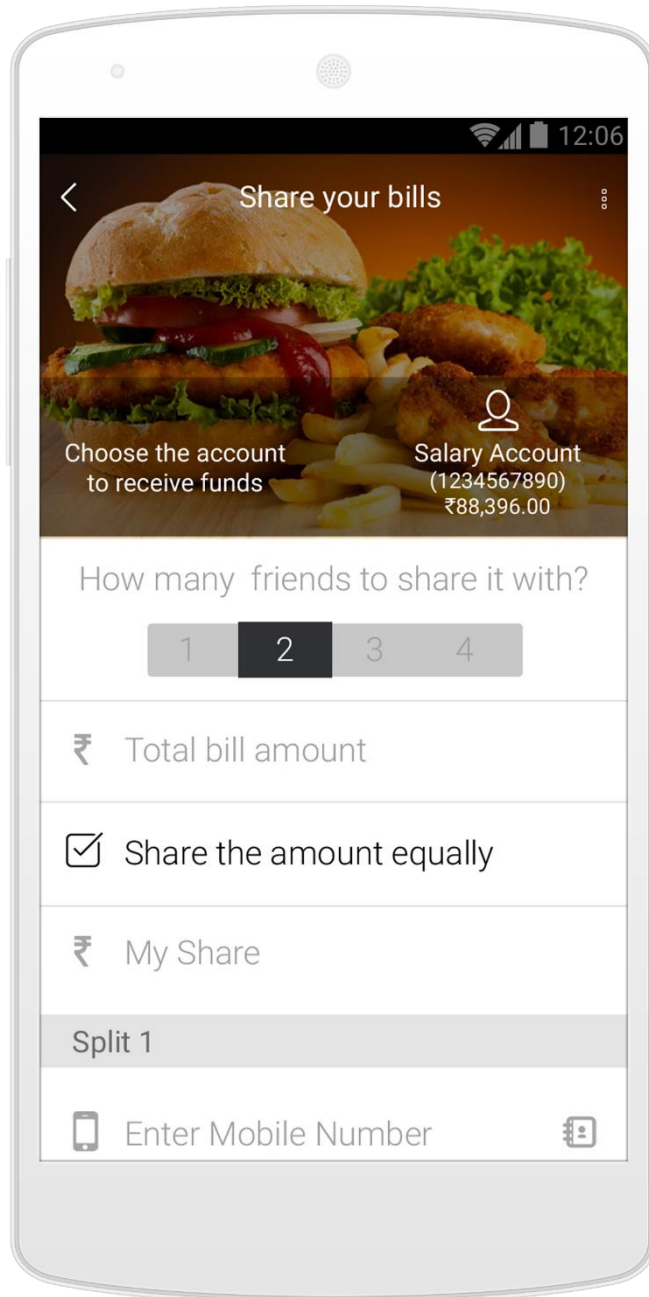


Monthly



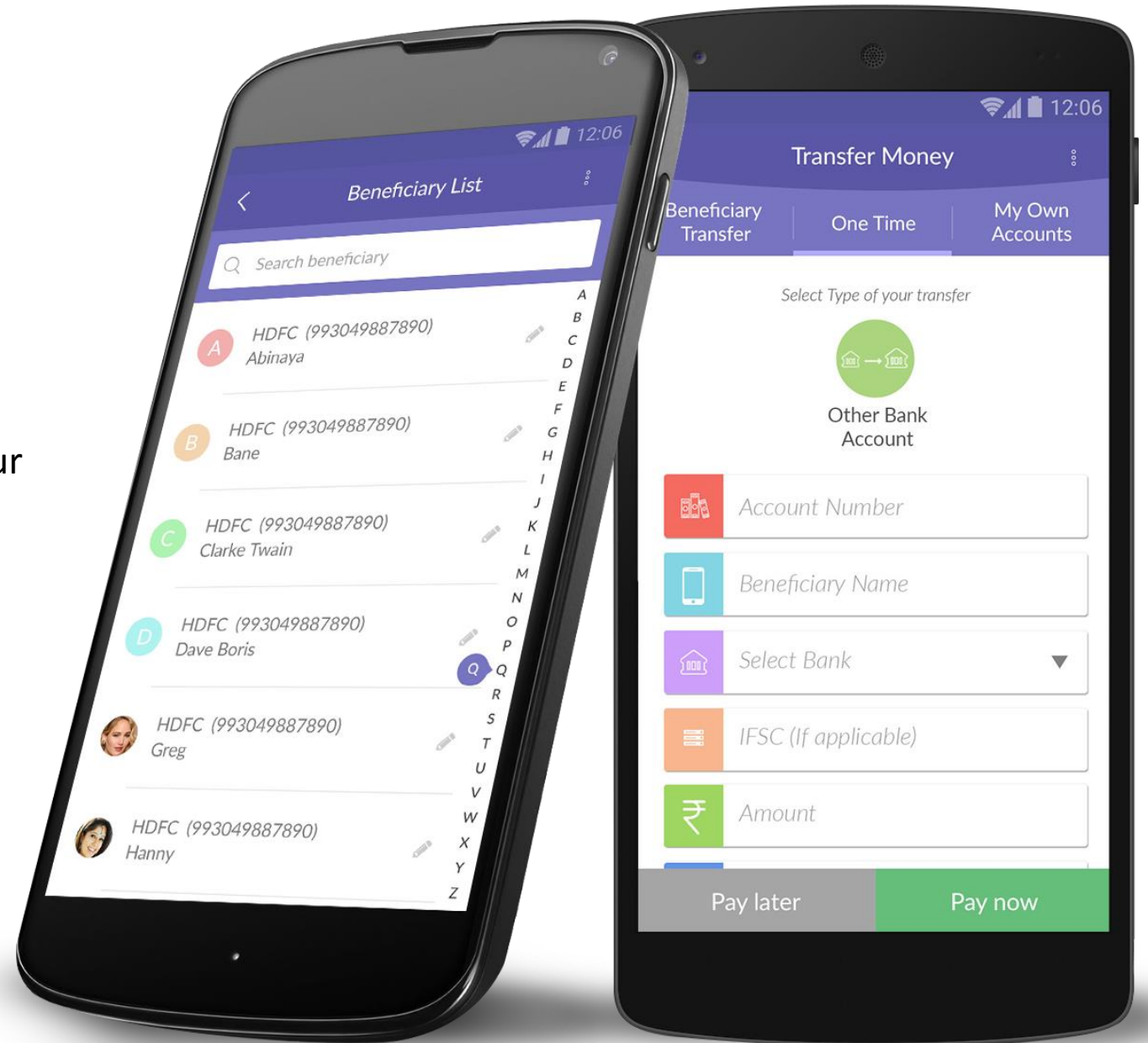
* Autopay shall be executed from your Next Cycle.

Submit



Customizable screen options **personalized** according to your needs and requirements

Add payee and transfer money in a jiffy with our
User-friendly navigation



App Store Reviews



mariharish July 19, 2017

★★★★★

Update has done very well

IndusInd Bank Ltd. July 19, 2017

Dear Customer, We are happy to have created a good experience for you. We will be glad if you can share the app with your friends or family members who have an IndusInd Bank Account.



pradeepa pradee July 18, 2017

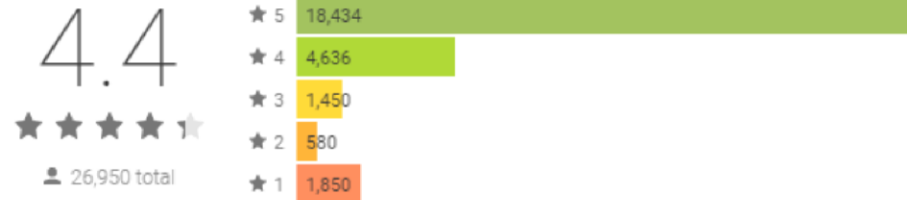
★★★★★

Good user interface I am using one of the best bank app

IndusInd Bank Ltd. July 19, 2017

Dear Customer, We are happy to have created a good experience for you. We will be glad if you can share the app with your friends or family members who have an IndusInd Bank Account.

REVIEWS



The increase in rating and customer reviews speak for the IndusInd app's superior design and functionalities.



July 17, 2017

★★★★★

Love it! Very use full... please update EP bill Payment

IndusInd Bank Ltd. January 31, 2017

Dear Customer, We are happy to have created a good experience for you. We will be glad if you can share the app with your friends or family members who have an IndusInd Bank Account.



Midushi Jaiswal July 19, 2017

★★★★★

It's easy and convenient and works very well. No complaints.

IndusInd Bank Ltd. July 19, 2017

Dear Customer, We are happy to have created a good experience for you. We will be glad if you can share the app with your friends or family members who have an IndusInd Bank Account.

Benefits



Increase in app store
ratings from
3.2 to 4.4

450%

growth in mobile
banking adoption
(50K to 500K in 2 years)

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