

Skill Launch: August 2018
Case Study: December 2018



IndusInd Bank

IndusAssist

In partnership with Active.ai

IndusInd Bank |



Case Study – IndusInd Bank

Problem

When it comes to finances, Gen Y and Gen Z customers expect convenience. Self-service options and ease of access have proven to be key considerations when choosing a preferred banking institution. As the banking industry and consumers at large move toward deeper tech-enabled solutions, IndusInd Bank and Amazon has sought innovation for customer convenience, without compromising security.

Opportunity

Along with a developing FinTech industry, there has been a significant increase in the use of voice services through handheld and smart devices by IndusInd Bank's customers. Enabled by these conducive external factors contributing to rapid growth in the economy & tech infrastructure, IndusInd Bank leveraged its expertise alongside Amazon India to create a new, secure channel for customers to manage their banking needs.



IndusInd Bank

PRESENTING **INDUSASSIST ON ALEXA**

ENJOY THE CONVENIENCE OF
VOICE BANKING



Case Study – IndusInd Bank

Solution

IndusAssist was created as a first-of-its-kind voice banking solution for an Indian bank. Based on customer interviews and data intelligence, the experience was designed to support the most frequent financial needs of IndusInd Bank's customers. The skill included the following features:

- Instant Fund Transfers
- Account Balance
- Mobile & DTH recharge
- Quick-Access to essential Account Details across FD / Loans / Bank account/Credit Card etc.
- Credit Card Bill Payment
- Security through Voice-Pin / OTP
- Support for Credit Card enquiry

Additionally, the voice experience included enhanced functionality allowing users to setup repeat transactions and preferred debit Account/Credit Card setup for fast checkouts.



IndusInd Bank

SAY
HELLO! 
TO YOUR BANK

WITH INDUSASSIST ON ALEXA

[KNOW MORE](#)



It only takes your voice to get your banking done, as IndusInd Bank now introduces IndusAssist on Amazon's Alexa.

HERE'S WHAT YOU CAN DO:



Check account
balance



Transfer funds



Pay Credit Card
Bills and more

Go-To-Market

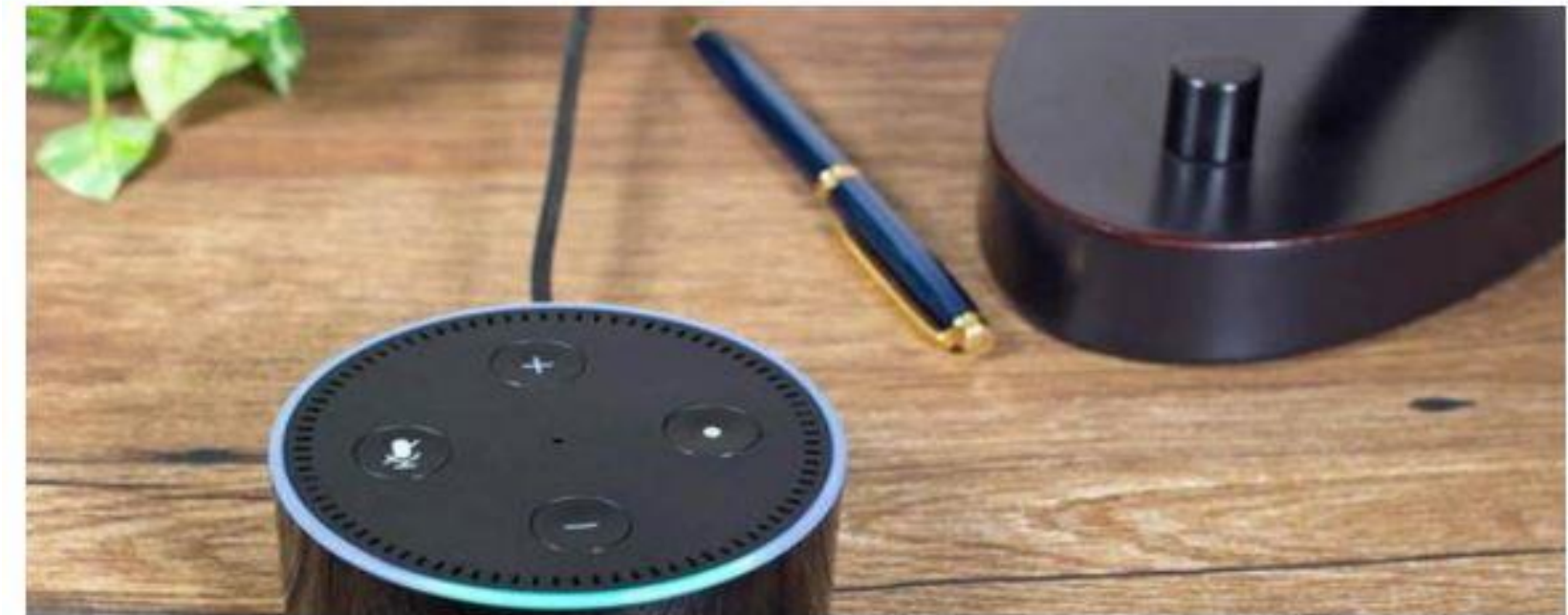
Go-To-Market Approach

IndusInd Bank drove fast adoption from existing customers by leveraging an innovative approach to generate awareness. This included using location signage and relationship managers to promote the use of the voice banking experience and drive consumer adoption. Alongside this physical promotion, IndusInd Bank used their owned social and digital channels to educate followers about 'voice banking' and its skill capabilities.

Additionally, IndusInd Bank made a significant print media push by partnering with renowned publications to announce the features and benefits of their voice banking offering.

Now, Alexa to help IndusInd Bank customers carry out transactions

OUR BUREAU



Well done, Alexa Transactions such as fund transfers, mobil phone recharge and credit card payments can be carried out by Alexa



ce of voice banking,
cing IndusAssist on Alexa.

Like



IndusAssist Demonstration Video



Trouble viewing the video? Paste this link into your browser.

<https://youtu.be/sPmleSUj4pA>

Results

2,000

Voice-banking interactions recorded per day using IndusAssist

Source: Amazon Analytics

74%

IndusInd Bank customer transactions requests covered by IndusAssist

Source: Amazon Analytics

70%

Monthly User retention

Source: Amazon Analytics

IndusInd's Learnings



Customers are seeking new and easy-to-use channels to manage their banking.



Voice affords convenience for all customer types across value segments.



With voice, users desire informational capabilities alongside transactional functionality.