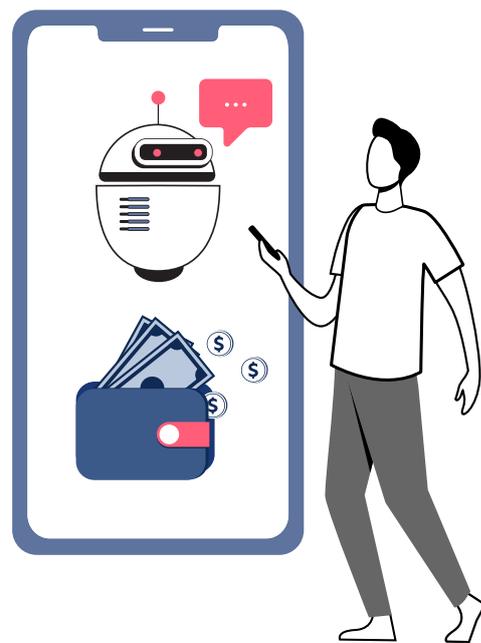# gupshup

CASE STUDY:

India's leading cooperative bank uses Gupshup for onboarding users via WhatsApp

The Challenge

An urban cooperative banking institution has a widely spread customer base in urban India. The bank offers a variety of banking products like saving accounts, term deposits, loans, insurance, mutual funds, debit cards, credit cards etc. The cooperative wanted to better engage with and cross & upsell their customers on WhatsApp. For this, it needed a reliable customer messaging partner.

Conversational Messaging for Banking

In 2018, it became the second bank in India to go live on the WhatsApp channel for notification and the first to do so in the cooperative sector. Gupshup's conversational messaging platform offered the bank a fully managed solution for WhatsApp. The WhatsApp solution has revolutionised how the bank shares notifications with its end-users conveniently. Gupshup has implemented bots that have made customer service at their fingertips via two-way communication messages easy. Gupshup offered Single API, Opt-in and Opt-out management, two-way messaging and a fully managed solution for WhatsApp Business.

Gupshup helped the cooperative bank with the following service offerings:

❯ Payment updates are sent for transactions made towards a vendor and deposits

❯ Alert updates sent for best practices concerning bank account security

❯ User initiated conversations for banking services such as Balance enquiry, transactions, product information etc

1.5x
increase in engagement and retention

10x
increase in read rates

42%
reduction in support calls

Opt-in via Missed Call service

Leveraging Gupshup's innovation in technology, the bank uses an opt-in via missed call service to bring more customers into its fold. With a single missed call given on the bank's centralised number, the opt-ins are acquired easily. Once the customer opts in via missed call, the bank customers can receive WhatsApp notifications with end-to-end encryption. Customers can also initiate chat and check balance, mini statements, etc.

Impact of Conversational Messaging

Gupshup helped the bank increase their interaction with customers and also helped them get a cost-effective mobile solution for their customers' engagement and acquisition. Furthermore, through the missed call service, the bank also saw a considerable increase in the number of opt-ins compared to the responses through its website.